

# Course Syllabus

## Name of course/module: Business Administration

Year: 2018/2019

Code: P954001208

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Degree program: Grado en Administración y Dirección de Empresas (con  
Docencia Internacional - Global Bachelor`s Degree)

School: Social Sciences

Languages: English

*The mission of Universidad Europea de Valencia is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.*

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## 1. Basic information on the course/module

<b>ECTS</b>	6
<b>Credit type</b>	Basic
<b>Language</b>	English
<b>Delivery mode</b>	Classroom
<b>Trimester/Semester</b>	2 <sup>nd</sup> Semester

## 2. Presentation and contents of the course/module

This is an introductory course, which is designed to engage the students with the key concepts, models, debates and problems in the study of the business administration and management.

The course aims are

- to provide a comprehensive introduction to the key elements of the business organization, competing theories and models of the firm and its environment, and to provide a critical perspective on the main functional areas of management and administration;
- to build a foundation of knowledge on the different theoretical approaches to management and decision making;
- to develop analytical skills to identify the links between the functional and strategical areas in management, organizations and business environment.

## 3. Competencies and learning outcomes

Core competencies:

- CB1: Students must demonstrate to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the vanguard of the field of study.
- CB3: Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.
- CB5: Students must develop those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CT4: Capacity for analysis and synthesis: to be able to decompose complex situations in their constituent parts, to evaluate other alternatives and perspectives and to find optimal solutions. The synthesis seeks to reduce complexity in order to understand it better and / or solve problems.
- CT6: Oral communication / written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, being oral that is done through words and gestures and, written, through writing and / or graphic supports.
- CT9: Interpersonal relationships skills: ability to interact effectively with other people both verbally and nonverbally, through the assertive communication, understood by this, the ability to express or transmit what you want, what you think or feel without making other person feeling uncomfortable, under attack or hurt his feelings.
- CT16: Decision making: ability to make a choice between alternatives or existing ways to effectively solve different situations or problems.

Specific competencies:

- CE1: Ability to know and understand the concept of business and entrepreneur and its role in a market economy.
- CE2: Ability to collect and interpret information to build and implement a Strategic Plan: External and internal strategic analysis; formulation, choice and implementation of corporate and competitive strategies and strategic control.
- CE4: Ability to define, apply and explain the management process and identify the different phases that comprise it: planning, organization, management and control.

Learning outcomes:

- LO1: Understanding of the basic concepts about the administration of the company and its environment, as well as the main functions of the administrative process.
- LO2: Solution of cases and cooperative activities to enhance students' understanding of the concepts described in the previous section.

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
CB1, CE1	LO1
CB3, CB5, CT4, CT6, CT9, CT16, CE2, CE4	LO2

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
A: Master class	40 h
B: Autonomous work	30 h
C: Oral presentations / expositions	10h
D: Cases analysis and problem solving	10h
E: Conferences/ External visits	5h
F: Teamwork activities	25h
G: Knowledge tests	5h
H: Tutorials	15h
I: Writing reports	10 h
<b>TOTAL</b>	<b>150 h</b>

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
LO1; LO2	Activity 1, Activity 3	Type A, B, D, F, G, H	UA 1 / Topic 1: INTRODUCTION TO MANAGEMENT: Managing in organizations and models of management
LO1; LO2	Activity 1, Activity 3	Type A, B, C, D, E, F, G, H, I	UA 2 / Topic 2: THE ENVIRONMENT OF MANAGEMENT: Internal and external environments and their

			influences on management. Managing internationally. Corporate responsibility.
LO1; LO2	Activity 1, Activity 2, Activity 3	Type A, B, C, D, E, F, G, H, I	UA 3 / Topic 3: PLANNING: Planning and decision making, managing strategy and marketing
LO1; LO2	Activity 1, Activity 2, Activity 3	Type A, B, C, D, E, F, G, H, I	UA 4 / Topic 4: ORGANISING: Organisation structure and design, including overview of: human resource management; importance of information systems and e- business; management of change and innovation.
LO1; LO2	Activity 1, Activity 2, Activity 3	Type A, B, C, D, F, G, H, I	UA 5 / Topic 5: LEADING: Leadership and trust in the organisation.
LO1; LO2	Activity 1, Activity 2, Activity 3	Tipo A, B, C, D, F, G, H, I	UA 6 / Topic 6: CONTROLLING: Function of control, types of controls and their importance.

When you access the course on the *Virtual Campus*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

## 4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
<i>Activity 1: Problem-based learning.</i> <i>Activity 3: Follow-up of the master classes</i>	Knowledge evaluation / test (Evaluation criteria are detailed in each specific test)	40%
<i>Activity 1: Problem-based learning.</i>	Exercises and problems solving (Rubrics and criteria are displayed in Virtual Campus)	25%
<i>Activity 2: Case method: Practical case study activities.</i>	Written reports (Rubrics and criteria are displayed in Virtual Campus)	15%
<i>Activity 2: Case method: Practical case study activities.</i>	Presentations and oral exhibitions (Observation of performance, rubrics and criteria are displayed in Virtual Campus)	20%

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

#### **4.1. First exam period**

- To pass the course in the First exam period you should reach a weighted global mark of 5, which would suppose obtaining 50 % for the subject.
- Nevertheless, to apply for this weighting, it is compulsory that at least you obtain an average of 5 points out of 10 in the part corresponding to the FINAL EXAM. In case of not getting this qualification, you will have to take another exam in the Second Exam Period. The subject will be qualified in the First Exam Period as FAILED.
- If you do not get a mark, which equals to at least 50 % for the subject, or do not reach a qualification of 5 on 10 in the Final Exam, you will be qualified in the First Exam Period as "FAILED". In consequence, you will have to pass another exam during the Second Exam Period.
- Attendance: the students have to justify, at least 50 % of the attendance to the classes. They will have to use the technological system of the University, or the system of control determined by the teacher, for accrediting their daily attendance. In addition, the above-mentioned systems will serve as a guarantee of the objective information on the active role of the student in the classroom.
- The lack of accreditation of, at least, 50 % of attendance will authorize the teacher to mark the subject as failed in the First Exam Period.

#### **4.2. Second exam period**

- To pass the course in the second exam period you should reach at least a mark of 5 points in the Exam. If your global mark is less than 5 due to failed individual activity (ies)/ assignments, you will have to do the activities/ assignments that your teacher will indicate.

### **5. Bibliography**

Here is the recommended bibliography:

- Boddy, David. (2017) Management. An introduction. Pearson - Prentice Hall, 7th Edition.

- Robbins, Decenzo & Coulter (2015): *Fundamentals of Management*. Pearson. 8th Edition. [selected chapters]

## **6. How to communicate with your professor**

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

## **7. Study recommendations**

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.

## **Annexes with detailed information on the Campus Virtual**

### **Annex 1**

#### **Specific regulation of the subject**

The students can consult the whole regulation corresponding to the European University of Valencia in the following link: <https://valencia.universidadeuropea.es/soy-alumno-uev/informacion-academica/normativa> .

The total or partial plagiarism in the activities is a serious fault. As such, it turns out to be typified in the internal regulation of the European University, being stipulated that the applicable sanctions range from the immediate failure of the subject without any possibility of elaboration of any written paper until the Extraordinary Exam Period, until the opening of the case file.

### **Annex 2**

#### **Activity 1:**

- Analysis of the general and the competitive environment surrounding companies.
- Research and evaluation how and to what extent the companies engage in the multinational operations.
- Research and evaluation of the companies' management of the corporate responsibility.
- Application of the planning steps to the new project.
- Multiple choice questions covering application of the theory seen during the course.

#### **Activity 2:**

- Class presentation of the findings related to the general and competitive environment of the chosen company.
- Creation of the business plan for the new product/ service/ restructuring of the existing company and presentation of the work carried out.
- Resolution of case studies: Ryanair, Innocent Drinks, Carlsberg, Virgin.

## Annex 3

### Group assessment and report qualification rubrics

GROUP MEMBERS:				
<b>PART A: WRITTEN REPORT ASSESSMENT (70%)</b>				
	1- Needs improvement (Fail) (<5)	2- Good (C) (5-7)	3- Very good (B) (7-9)	4-Excellent (A) (>9)
<b>(A1) QUALITY AND STYLE OF THE REPORT</b>				
Style and format (Front page, index, content, citations and references, conclusions, bibliography, annexes).				
Presentation and written expression (Format, content and communicative competence).				
Idea's development				
Methodological rigour				
Adjustment to the proposed structure				
FINAL NUMERICAL MARK(A1)				
	1- Needs improvement (Fail) (<5)	2- Good (C) (5-7)	3- Very good (B) (7-9)	4-Excellent (A) (>9)
<b>(A2) THEMATIC AREAS</b>				
<b>Description and presentation of ideas</b>				
Executive summary				
Introduction				
Analysis of the environment				
Proposal description				
Marketing strategy				
Organization and human resources/personnel				
Finance and Economic and Financial Analysis				
Conclusions				
FINAL NUMERICAL MARK (A2)				
<b>(A) FINAL MARK A1 AND A2: (A1+A2)/2</b>				
<b>PART B: PROJECT DEFENCE (30%)</b>				
	1- Needs improvement (Fail) (<5)	2- Good (C) (5-7)	3- Very good (B) (7-9)	4-Excellent (A) (>9)
<b>PROJECT DEFENCE</b>				
Design, content and clarity of transparencies				
Presentation of the relevant data and the concision skills				
Oral expression and exposition clarity				
Convincing and persuasion capacity				
Group synchronization and coordination				
<b>(B) FINAL MARK B</b>				
<b>FINAL ASSESSMENT:</b>				
(A) WRITTEN REPORT MARK (from 0 to 10):..... X 70 % =				
(B) DEFENCE MARK (from 0 to 10):..... X 30 % =				
FINAL MARK (A+B):				