Degree competences to which the subject contributes

**Specific:**
- CE010. Apply theories and principles inherent in the address area of an organization in order to analyze complex situations and uncertainty, and make decisions using engineering tools.
- CE011. Identify, analyze, diagnose, design and implement solutions in complex socio-technical systems.

**Generical:**
- CG01. Know and understand the organization of a company and the sciences that define their activity, ability to understand business rules and relationships between planning, industrial and commercial strategies, quality and profit.

**Transversal:**
- CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

Teaching methodology

This course follows a teaching methodology focused on students' active learning. There is going to be a combination of theoretical lessons (all the group together; Tuesday from 15 to 17h) and practical lessons (the group is going to be divided into two. G1 = Thursday, 16:30 a 18:30h; G2=Thursday, 18:30-20:30h). Students' participation is not only welcome but compulsory. Those practical lessons will have associated a pre-class work (usually, some lectures, preparation of a case study, etc.). Theoretical lessons are planned to not only help students to consolidate their understanding of the theory but also, to offer them a place to discuss relevant issues/topics related to the subject.

Learning objectives of the subject

The main aim of this course is to help the students to understand the fundamentals of management, and, specifically, the managerial roles.

At the end of the course, students should be able...
1. To explain the concept of management, why is so important and what are the managerial roles.
2. To know how to explain the main administrative functions: planning, organizing, leading and controlling.
3. To explain the concept of 'organizational culture', how the managers/founders establish it, how it can be identified, and why is so important for the functioning of the organization.
4. To understand the concept of strategy and its relation with the planning function.
5. To distinguish among different organizational structures, knowing its pros and cons.
6. To understand the concepts of leadership and work motivation.
7. To differentiate between groups and teams within the world of work.

And the student is going to improve on his/her ability:
8. To do critical reasoning
9. To communicate orally and in writing
10. To work in groups

<table>
<thead>
<tr>
<th>Study load</th>
<th>Hours medium group:</th>
<th>27h</th>
<th>18.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total learning time: 150h</td>
<td>Hours small group:</td>
<td>27h</td>
<td>18.00%</td>
</tr>
<tr>
<td></td>
<td>Self study:</td>
<td>96h</td>
<td>64.00%</td>
</tr>
</tbody>
</table>
# 240EO033 - Business Management

## Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Learning time:</th>
<th>Description:</th>
<th>Related activities:</th>
<th>Specific objectives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction to business management</td>
<td>15h 20m</td>
<td>This unit is going to serve to review some business basic concepts.</td>
<td>1a</td>
<td>1, 8, 9, 10</td>
</tr>
<tr>
<td>2. Fundamentals of management</td>
<td>17h 40m</td>
<td>This lesson aims to describe the administrative process, to understand its importance, and its different functions. Likewise, the managerial roles and abilities are going to be explained.</td>
<td>1b</td>
<td>1, 2, 8, 9, 10</td>
</tr>
<tr>
<td>3. How to lead in a global environment?</td>
<td>25h 40m</td>
<td>This lesson seeks to explain why the capacity to perceive, interpret and appropriately respond to the global environment is vital for the organizational success. It also aims to approach some fundamental topics to the students such as: globalization, glocalization, national culture, organizational culture, etc.</td>
<td>2</td>
<td>3, 8, 9, 10</td>
</tr>
</tbody>
</table>
# 4. Planning

**Learning time:** 30h 10m  
- Theory classes: 6h  
- Guided activities: 6h 40m  
- Self study: 17h 30m

**Description:**  
In this unit the planning function is introduced. What is it? What are the pros and cons of planning? How do managers define the objectives? What is meant by strategy? And, for strategic management? What are the main business and corporate strategies? How are the decisions taken in business?

**Related activities:**  
4

**Specific objectives:**  
2, 4, 8, 9, 10

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# 5. Organizational structure

**Learning time:** 31h  
- Theory classes: 6h  
- Guided activities: 7h 30m  
- Self study: 17h 30m

**Description:**  
In this unit, some principles of organizational design are introduced. Why do some organizations have different structures than others? Which are the elements of organizational structure? How important is structure? What are the common organizational forms?

**Related activities:**  
5

**Specific objectives:**  
5, 8, 9, 10
6. Managing people

**Description:**
The manager is the key element in the administrative process. In this lesson the managerial function is going to be analyzed in detail: What is it? What a manager does? How he/she should do it? What is meant by leadership and by motivation? Groups and teams, are they the same? How can a manager create and lead them?

**Related activities:**
6

**Specific objectives:**
6, 7, 8, 9, 10

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**Learning time:** 30h 10m
- Theory classes: 6h
- Guided activities: 6h 40m
- Self study: 17h 30m

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**Qualification system**

TOTAL GRADE OF THE SUBJECT = 0.3*PL + 0.25*PT + 0.45*FE

PL: Average mark derived from the practical lessons. It is going to be the result from handing in some reports, from the participation in certain dynamics at class, etc. At the beginning of the course this will be explained.

PT: Grade obtained at the partial test
FE: Grade obtained at the final exam.

The qualification of the "second final exam" (i.e., reassessment) will represent the final grade. It is compulsory to take the ordinary exam in order to be able to opt for this second final exam.

**Regulations for carrying out activities**

It is not allowed to bring to the examination any class of lecture notes, books, or any other reference material. The calculator is not necessary.
Bibliography

Basic:


Complementary:


