

BUSINESS MANAGEMENT

Table of contents: 3 Blocks

SYLLABUS 2008

1. FUNDAMENTALS OF BUSINESS ECONOMICS:

- The Company (Firm, Business, Enterprise): economic activity, concept, entrepreneurship, typology
- The Company as a system: environment, systems theory
- Company development: Strategy and growth, business units, globalization, multinational company

2. COMPANY SUBSYSTEMS AND FUNCTIONS

- Marketing function: concept, product, price, place/distribution, communication (advertisement, promotion and salesforce)
- Operations function
- Financial function: investment & financing
- Management (Administration) Function: Planning, Organization, Leading, Control. Human Resources Management

3. HUMAN RESOURCES MANAGEMENT SUBSYSTEM

- HRM Process
- Recruitment
- Selection
- Integration
- Compensation: wages, incentives, evaluation, career management, penalties


BIBLIOGRAPHY

The basic bibliography to be consulted during the semester is the same as in the regular lessons in Spanish, i.e.:

GARCÍA DE JUNCO, J.; CASANUEVA, C.; GANAZA, J. Y ALONSO M.A.:
Fundamentos de gestión empresarial. Ediciones Pirámide. Madrid, 2002. Ortega, J.;
González, F.J. y Baena, J.C.

GARCÍA DE JUNCO, J.; GANAZA, J.; ORTEGA J.; GONZÁLEZ F.J. Y BAENA,
J.C.: Técnicas de gestión empresarial. Eds. McGraw Hill. Madrid 2002.

Though, the special features of the subject (because of its being taught in English to mainly Spanish-speaking students) make it necessary to use a complementary bibliography that matches the methodology described later. Thus, specific articles and chapters will be issued in order to prepare the individual or group task. These will be taken out from academic reviews, economic and business press and/or specialized books.

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METHODOLOGY AND EVALUATION

METHODOLOGY: Objectives and means

Objectives of the course

- To provide the student with the basic knowledge and tools about business management. This basis should allow the student to face further subjects in following courses, specially in Administration, Management and Organization areas, but also in Marketing, Finances and Operations areas.
- To make student familiar with Business academic and professional specialized bibliography in English, such as classic manuals on the subject but also prestigious business reviews at the disposal of the students in the Escuela library or in economics&business newspapers.
- To make student familiar with teamworking, mostly in-classroom work.
- To give the students the chance to work in English and practise this language (the most common language in business), even if learning English is not a primary goal of this subject.

Means of the course


- Teacher lessons (Master class): this classic teaching method is necessary since this is the first contact with Management theory for the student. However, the teacher is due to provide the students with the tools needed for the subsequent individual and/or teamwork
- Individual and Team Working: under teacher coordination, the students are assigned tasks and goals related to the subject contents. This work must be developed individually and/or in groups, and eventually presented to the rest of students and the teacher. In order to fulfil this, the teacher would provide materials or would address the way to get them
- Film and documentary watching and discussion. The topics of these are directly related to the subject.

ASSESSMENT

Continuous assessment is the standard for this subject. Students are due to attend most of the lessons to be evaluated with this method. The teacher will assess the final grade of each student out of the following items:

- number and quality of the class work
- marks obtained in tests taken after explaining each chapter
- attendance at the lessons
- general attitude of the student towards learning the subject

Those students who would not follow this assessment method could make a final exam at the end of the classes.

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Once each chapter is finished, the teacher may assess the level of comprehension of the students on the subject by making a test.

(ABOUT) BIBLIOGRAPHY

The teacher will communicate the students the due materials during the development of the program chapters. Since the subject is equivalent to Gestión de Empresa of first course of the Diplomatura en Ciencias Empresariales, the students may have a Spanish reference book: *Fundamentos de Gestión Empresarial* (García del Junco, Casanueva y otros, Ediciones Pirámide, Madrid 2002). Further books and articles to be recommended by the teacher are available in the Escuela library.

OFFICE HOURS


Wednesday: from 11,00 to 14,00

Thursday: from 10,00 to 11,00 and from 13,00 to 14,00

Office: number 24, first floor EUEE.

Email: rufino@us.es

<http://blogs.grupojoly.com/tacho-rufino/>

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