



## **PCEO Grado en Derecho / Grado en Administración y Dirección de Empresas**

### **30601 - Essences of Management**

**Course 2013 - 2014**

**Curso: 1, Semestre: 1, Créditos: 6.0**

---

## **Basic information**

---

### **Teachers**

- **Joaquín Cañon De Francia** jcanon@unizar.es

- **Manuel Antonio Espitia Escuer** espitia@unizar.es

### **Recommendations to attend this course**

Given that this subject is of a basic nature, there are no prerequisites for taking it

### **Course Schedule and Deadlines**

**Presentation of the subject:** In the first class, there will be a detailed explanation of the evaluation criteria and the teaching methodology that will be used in the theoretical and practical classes and a brief introduction to the content of and the various topics covered by the course syllabus

**Practical classes:** In these classes, the students will actively participate in the resolution of problems or cases set by the teacher.

**Intermediate tests:** There will be two intermediate tests, one in November and the other in January. They will contain theoretical and numerical problems or exercises related to the topics taught so far (not cumulative).

The students will receive personalized online exercises using the software MultiEval that must be given back through the Online Teaching Platform (ADD).

**Final exam:** There is a final and global exam at the end of the semester for the students who do not pass the continuous evaluation.

---

## **Home**

---

### **Learning outcomes that define this course**

**The student, in order to pass the course, will have to show her/his competence in the**

## **following skills:**

**1:**

That they are able to apply simple techniques and models for solving problems in the areas of production, finance and human resources.

**1:**

That they can identify and describe the basic characteristics and their scope in a firm: planning, organization, management and control.

**1:**

That they know and recognize the key elements in the decision-making process of a business.

**1:**

That they are able to define and link the basic concepts of the administration and general management of the firm and its functional areas, especially those that have to do with the management of the firm, as well the relation between these areas and the environment of the firm .

**1:**

That they understand and are able to explain the meaning and the reasons behind the existence of the firm.

## **Introduction**

### **Brief presentation of the course**

The course "Fundamentals of Business Administration" is offered by the Departamento de Dirección y Organización de Empresas. It is a basic training course worth 6 ECTS and is taught in the first semester of the first year of the Degree in Business Administration. It is an eminently descriptive and comprehensive subject that is intended to give an overview of the firm, its problems and its relationship with the environment.

---

## **Competences**

---

### **General aims of the course**

#### **The expected results of the course respond to the following general aims**

The course "Fundamentals of Business Administration" has a basic and introductory nature. Its aim is to analyze the firm as a whole and to identify its relationship with its environment and, then, to introduce some basic techniques of management in relation to each of the functional areas of business activity. It is intended to help students understand the operation of the firm, as a unitary whole, emphasizing the connections between all the parts of the firm and with the environment.

The first themes are dedicated to clarifying some general concepts about the firm, its environment and its scope. We analyze the theoretical approaches to the firm from both the field of economics and of management so that the student can understand the concept of the firm and the environment in which it is located.

Once the student recognizes the firm as an economic agent, an introduction to the various functional areas of the organization is provided. The student will analyze the problems of administration and resource management that occur in each of these areas, including real resources, technical resources, financial resources and human resources. It is intended that the student should know the most important decisions to be taken in each of the areas discussed, can identify the variables that are most relevant in each case, and is able to apply some simple techniques for solving different problems.

Finally, the students will learn the essential functions of the management of the firm. They will study the management process as a process that has the function of designing and guiding the logistics methods. It is also necessary to propose objectives based on the information received from the environment. In this area, we highlight the importance of human

resources and their management to achieve maximum organizational efficiency.

All course contents have a markedly practical sense, encouraging student participation and discussion in the classroom.

### **Context/Importance of the course for the master degree**

"Fundamentals of Business Administration" is an eminently descriptive and general subject. It aims to give an overview of the firm, its problems and its relationship with the environment without going into detail on specific subjects, which will be treated in more specialized subjects in the degree. The knowledge and skills acquired by students in this course are key to any professional activity linked to the firm and they form the starting point for the remaining subjects included in the field of Business Management and Organizations.

### **After completing the course, the student will be competent in the following skills:**

**1:**

Lead and manage firms and organizations in general.

**1:**

Understand and apply professional standards and scientific rigor to solving economic, business and organizational problems.

**1:**

Solve problems.

**1:**

Organize and planning business projects.

**1:**

Make decisions.

**1:**

Carry out autonomous and lifelong learning.

**1:**

Apply knowledge in practical situations.

### **Relevance of the skills acquired in the course**

The content of this subject is basic for the student. It offers a vision of the firm from a global perspective and constitutes a foundation for all subjects in the degree that study each area of the firm. It is the basis for professional and academic specialization in each of the areas of leadership and management of firms and organizations.

There are no other subjects in this degree whose object of study is the firm and which give a global vision of it. This demonstrates the importance of the content, the structure, the analysis and the approaches of this subject.

Within the course, the students will analyze the decision-making process. This process includes goal setting, the deployment of these goals in each functional area, the resources available to achieve these goals and their effectiveness.

The updating of the content of this course is very high given the characteristics of the firm. The constant changes and the generation of knowledge and methodologies that have emerged in recent years are evidence of this requirement.

---

# Evaluation

---

## Assessment tasks

**The student will prove that he/she has achieved the expected learning results by means of the following assessment tasks:**

**1:**

In the **first sitting**, there are two evaluation systems:

Continuous Assessment:

The students will have the possibility of a continuous assessment through the following activities during the class period:

- Two intermediate tests in the months of November and January including theoretical and practical exercises which correspond to the topics taught up to the date of the test. Each test has a score of 3.5 points.
- To pass the course in Continuous Assessment, the student is required to score at least 1 point in the second intermediate test in January.
- Deliveries of individual exercises using the MultiEval computer application at the end of themes 2, 3 and 4. The maximum total value of these deliveries is 3 points.

Global test

The students who do not choose Continuous Assessment, who do not pass the subject through Continuous Assessment, or who want to improve their score, can sit a global test.

This consists of a written test to be held on the dates listed in the schedule approved by the center. It will consist of a multiple choice test with 20 questions and several numerical problems. The student can obtain a maximum total of 10 points.

In the **second sitting**, the evaluation will consist of a global test that will have the same structure as the global test in the first sitting.

## Assessment criteria

The following criteria will apply for the assessment of the various activities.

For students taking the Global test, the final grade will be as follows:

- Practical exam consisting of several exercises (maximum 6 points)
- Multiple-choice test with 20 questions (maximum 4 points).

For students who choose Continuous Assessment, and who have scored at least 1 point in the second intermediate test in January, the final score is calculated by adding the points obtained in each of the following activities:

- Two intermediate tests, consisting of a practical part (with a maximum total value of 3 points, 1.5 points in each test) and a theoretical part (with 10 multiple choice questions in each test in which the maximum total value is 4 points, 2 points for each test).
- Deliveries with the MultiEval computer application (maximum 3 points).

In the first sitting, the student will always be able to take the Global Test, even when he/she chose Continuous Assessment at the beginning. In this case, the prevailing score will be the best of the two.

---

## Activities and resources

---

### Course methodology

The learning process that has been designed for this course is based on the following activities:

### Outline of the Programme

The programme offered to the students to help them achieve the learning results includes the following activities :

1:

**Lectures.** Contents of the subject will be mainly presented in the lectures.

1:

**Practical sessions.** These allow the students to implement the knowledge acquired in lectures and to demonstrate their ability to work in groups and their interpersonal communication skills. Practical classes will be based on the use of the case method and on solving exercises. However, other training methods, such as the analysis and discussion of readings in class, could also be used. For these sessions, the group will be split up in order to facilitate the learning process and to increase the participation of the students.

1:

**Individual and group tutorials.** These will take place in the professor's office or through the Online Teaching Platform (ADD). They allow more direct and personal support to students in order to explain questions about the subject content, guiding them in their studies and their resolutions of the exercises or proposed cases.

### Course planning

#### Calendar of actual sessions and presentation of works

Training and evaluation activities	Distribution	Credits
<b>CLASSROOM ACTIVITIES</b>		<b>2.4</b>
Lectures	Sessions of 2 hours a week	1.2
Practical classes	Sessions of 2 hours a week (Divided group)	1.2
<b>NON-IN-PERSON ACTIVITIES</b>		<b>3.6</b>
Group tutorials	8 activities of 2 hours	0.6
Final Exam	1 exam of 2.5 hours	0.1
Personal work including test preparation	71.5 hours	2.9

These figures are based on a calendar of 15 weeks

### Bibliographic references of the recommended readings

- Fundamentos de Administración y Dirección de Empresas / director, Manuel A. Espitia Escuer ; equipo de trabajo, Nuria Alcalde Fradejas ... [et al.] . - Ed. rev. septiembre de 2013 Zaragoza : Copy Center Digital, D.L. 2013