



Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT
Teaching guide	AX
Language	English

Subject identification

Subject	21760 - Business
Credits	1.8 de presencials (45 hours) 4.2 de no presencials (105 hours) 6 de totals (150 hours).
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Cristina Blanco Pérez cristina.blanco@uib.cat	11:30	12:30	Wednesday	14/09/2015	16/02/2016	Ed. Jovellanos. Despatx DB004. Avisar abans per email.

Contextualisation

This course focuses on the main aspects of business to provide a general overview of the modern business environment. This course offers a theoretical and practical vision of business organization fundamentals, managing people and related aspects of business such as decision taking on production, marketing, finance and planning. At the end of the course students should understand: (i) business management, (ii) the most important challenges of business management, (iii) the role of environment on the determination of business strategies. The theories and models presented in this course are the general framework to be able to understand and to apply business management. This framework is linked to the skills and abilities needed by an engineer for their professional career within business organizations

Requirements

The are no previous requirements for this course

Skills

During this course students will start developing some of the general skills of the computer engineering degree, as well as, some specific skills of business management. General skills will be further developed in other courses. The following general and specific skills will be evaluated during the course:



Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT
Teaching guide	AX
Language	English

Specific

- * Acquiring a critical understanding of firms, institutional and legal framework of the firm. Business organization and management (CFB06).

Generic

- * Capacity for analysis, synthesis, organization, planning and decision taking (CTR01).
- * Capacity for developing interpersonal skills and acquiring social, ethic, environmental and fundamental rights values, especially equality values (CTR09).
- * Capacity for understanding, speaking and writing English (intermediate level) (CTR08).

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

The content of the course is described below:

Theme content

1. Economic Foundations of Business:
 - * Economic behaviour and rationality
 - * Economic systems
2. Introduction to Business:
 - * The firm: types
 - * Goals and conflicts
 - * Organizational culture and social responsibility
 - * Entrepreneurship and management
 - * Separation of ownership and control
3. Organizational Structure:
 - * Assigning responsibility
 - * Organizational structure types
4. Environment:
 - * General environment analysis: PEST and PESTEL
 - * Competitive environment analysis: Porter Model
5. Operation Management:
 - * Nature of operation management
 - * Planning and designing operation systems and supply chain
6. Financial Management:
 - * Economic and financial return
 - * Managing investment and financial needs
7. Marketing and Innovation Management:
 - * Nature of marketing and developing marketing strategy
 - * R&D management
8. Human Resources Management:
 - * Recruitment, selection, motivation and training management

Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT
Teaching guide	AX
Language	English

9. Control and Planning:
* Planning and control

Teaching methodology

The theoretical content of the course will be developed in the “theory classes” (lectures) for large groups. At the same time, large groups will be divided into medium groups for the seminar and workshops classes. Lectures will focus on the theoretical concepts of the course, while during the seminars students will learn how to apply these business theories and models to real case studies or exercises, which represent an important part of the final grade. Therefore, it is important to attend seminar classes. This should be taken into account when designing the teaching activities.

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory. Lectures	Large group (G)	The lecturer explains the theoretical concepts of the subject. It is required an active students' participation. CFB06, CTR9 and CTR8 skills are developed	26
Seminars and workshops	Oral presentations	Medium group (M)	Oral presentations are the way to monitor the development of different skills such as CTR01 and CTR08. Student will prepare an oral presentation (individually or in teams) of a project which will be conducted outside the class. Presentations will be followed by a class discussion of the project	2
Seminars and workshops	Readings and/or case discussions and/or problem solving	Medium group (M)	Students working in teams and/or individually will analyse case studies, read articles, or solve exercises to identify and apply the theoretical concepts of business management. CTR01, CTR08 and CTR09 skills are developed	12
Assessment	Final Exam	Large group (G)	Written test at the end of the course to evaluate whether student has acquired the CFB06 competence	3
Assessment	Midterm exam	Large group (G)	A midterm exam based on short or multiple choice questions will be conducted to evaluate part of the content of the course (CFB06)	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Self-study	Self-study is essential for assimilating the contents of the course. Therefore students shall revise, read, and analyse the theoretical content of the course,	65

Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT
Teaching guide	AX
Language	English

Modality	Name	Description	Hours
		as well as, text book, seminars' material and further bibliography. Moreover, self-study includes the preparation of the seminar activities such as case studies, readings, or problem solving	
Group self-study	Team work	Team activities are proposed in seminar classes to develop the CTR01 competence. These activities require previous preparation in group or individually	40

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

This course is based on continuous assessment of the student to evaluate his learning process. Attending seminar classes is crucial since an important part of the learning process assessment will take place during seminars. Activities conducted in seminars are non-retrievable. The grade in case of non-attendance of the student will be 0, except in justified cases specified in the UIB regulation. In that case, professor will propose an alternative date to retake the activity or the activity will not be taken into account for the final grade. The exceptions are:

- 1- Accident
- 2- Hospitalization
- 3- Birth or Adoption of a child
- 4- Death of a family member up to second degree of consanguinity or first degree of affinity. In both cases, the situation must coincide with the date of the activity, thus making impossible its realization.
- 5- Circumstances derived from UIB activities:

- * Official mobility programs
- * Participation in high performance sport activities
- * Participation in cultural activities on behalf of UIB

Only the midterm and the final exam are retrievable in the extraordinary evaluation period. In case of failing the course, students have to retrieve both exams in the extraordinary evaluation period.

The average grade of the midterm and final exam should be more than 4 points (over 10) to consider the grade of the non-retrievable part of the evaluation (theoretical classes and seminar activities) to calculate the final grade of the course. With 4 or less than 4 points non-retrievable activities are not going to be considered. In the case that students do not fulfil this minimum grade requirement the maximum final grade might be 4,5.

Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMT, GTTT
Teaching guide	AX
Language	English

Theory. Lectures

Modality	Theory classes
Technique	Observation techniques (non-retrievable)
Description	The lecturer explains the theoretical concepts of the subject. It is required an active students' participation. CFB06, CTR9 and CTR8 skills are developed
Assessment criteria	Active and relevant participation in lectures and seminars

Final grade percentage: 5%

Oral presentations

Modality	Seminars and workshops
Technique	Oral tests (non-retrievable)
Description	Oral presentations are the way to monitor the development of different skills such as CTR01 and CTR08. Student will prepare an oral presentation (individually or in teams) of a project which will be conducted outside the class. Presentations will be followed by a class discussion of the project
Assessment criteria	Content, clarity and order in the presentation. Ability to answer professor and colleagues questions. Formal aspects of the presentation. To follow the instructions of the preparation process is compulsory. Written summary of the presentation if it is required

Final grade percentage: 20%

Readings and/or case discussions and/or problem solving

Modality	Seminars and workshops
Technique	Papers and projects (non-retrievable)
Description	Students working in teams and/or individually will analyse case studies, read articles, or solve exercises to identify and apply the theoretical concepts of business management. CTR01, CTR08 and CTR09 skills are developed
Assessment criteria	The quality of the works presented based on case studies, readings or problem solving

Final grade percentage: 15%

Final Exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	Written test at the end of the course to evaluate whether student has acquired the CFB06 competence
Assessment criteria	Demonstration of proficiency on the contents of the course

Final grade percentage: 30%

Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT
Teaching guide	AX
Language	English

Midterm exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	A midterm exam based on short or multiple choice questions will be conducted to evaluate part of the content of the course (CFB06)
Assessment criteria	Demonstration of proficiency on the contents of the course

Final grade percentage: 30%

Self-study

Modality	Individual self-study
Technique	Objective tests (retrievable)
Description	Self-study is essential for assimilating the contents of the course. Therefore students shall revise, read, and analyse the theoretical content of the course, as well as, text book, seminars' material and further bibliography. Moreover, self-study includes the preparation of the seminar activities such as case studies, readings, or problem solving

Assessment criteria

Final grade percentage: 0%

Team work

Modality	Group self-study
Technique	Objective tests (non-retrievable)
Description	Team activities are proposed in seminar classes to develop the CTR01 competence. These activities require previous preparation in group or individually

Assessment criteria

Final grade percentage: 0%

Resources, bibliography and additional documentation

Basic bibliography

- * Brickley, J., Smith, C., Zimmerman, J., (2005): Economía Empresarial y Arquitectura de la Organización. Madrid Mc Graw-Hill.
- * Cuervo García (2008): Introducción a la Administración de Empresas. Thomson-Civitas, Madrid.
- * Ferrell, O.C., Hirt, G., Ferrell, L., (2014). Business. A changing world. Mc Graw-Hill.
- * Iborra, M., Dasí, A., Dolz, C., Ferrer, C., (2007): Fundamentos de Dirección de Empresas. Thomson, Madrid.
- * Lazear, E.P., (1998). Personnel Economics for Managers. Wiley.

Complementary bibliography

- * Besanko, D., Dranove, D., Shanley, M., Schaefer, S. (2007): Economics of Strategy. John Willey & Song, New York.
- * Bueno, C., (1993): Curso Básico de Economía de la Empresa. Ed. Pirámides, Madrid
- * Camisón, C., Dalmau, J.I. (2009): Introducción a los negocios y su gestión, Pearson Educación: Madrid.
- * Grant, R., (2006): Dirección Estratégica: Conceptos, Técnicas y Aplicaciones. Thomson-Civitas, Madrid.
- * Jensen, M., Meckling, W. (1994): The Nature of Man. Journal of Applied Corporate Finance, 7(2), 4-19.
- * Mankiw, N.G. (2011): Principles of Economics, 5th edition. South-western Cengage Learning.



Academic year	2015-16
Subject	21760 - Business
Group	Group 95, 1S, GEAM, GEEI, GEIN, GIN2, GMIT, GTTT
Teaching guide	AX
Language	English

- * Marañón, G.Á. (2012).El Arte de Presentar. Cómo planificar, estructurar, diseñar y exponer presentaciones. Gestión 2000.
- * Navas, J., Guerras, L. (2002): La Dirección Estratégica de la Empresa. Thomson-Civitas, Madrid.
- * Navas, J., Guerras, L. (2002): Casos de Dirección Estratégica. Thomson-Civitas, Madrid.
- * Pindyck, R.S, Rubinfeld, D. (2009): Microeconomics 7th edition. Prentice-Hall of India Private Ltd.
- * Porter, M. (2008): The Five Competitive Forces that Shape Strategies. Harvard Business Review. January.
- * Porter M. (2002): Estrategia Competitiva: Técnicas para el Análisis de los Sectores Industriales y de laCompetencia. Compañía Editorial Continental, México.

Other resources

Links to case studies, readings and articles about business economics:

- * Acceso a Universia Business Review, publicación con casos de estudio y artículos especializados en economía de la empresa: <http://ubr.universia.net/>
- * Página Web de Oriol Amat, catedrático de economía financiera y contabilidad de la Universitat Pompeu Fabra. Contiene casos de estudios de empresas: http://www.oriolamat.cat/index_esp.html

Electronic journals related to the course and available at the UIB library:

- * Harvard Business Review
- * Cuadernos de economía y dirección de la empresa
- * Entrevistas disponibles en Internet relacionadas con el curso: The five forces that shape strategy by Michael Porter: http://www.youtube.com/watch?v=mYF2_FBCvXw

