

## Syllabus

### Subject

<b>Subject / Group</b>	21760 - Business / 95
<b>Degree</b>	Degree in Telematics Engineering - First year Double Degree in Mathematics and Telematics - First year Degree in Automation and Industrial Electronic Engineering - First year Degree in Food and Agriculture Engineering and the Rural Environment - First year Degree in Computer Engineering (2014) - First year
<b>Credits</b>	6
<b>Period</b>	First semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Abel Ernesto Lucena Pimentel <a href="mailto:abel.lucena@uib.eu">abel.lucena@uib.eu</a>	15:00	16:00	Thursday	10/09/2018	29/07/2019	DB012
	15:00	16:00	Tuesday	10/09/2018	29/07/2019	DB012

### Context

This course aims to study the main aspects related to the functioning of companies and their business models. To achieve this goal, the course provides both theoretical foundations and practical approaches to analyze the main challenges modern companies face nowadays. Among the main topics that we will cover in this course, the following ones are the most relevant: (i) firms' business model characterization, (ii) internal organization issues in companies, (iii) strategic formulation, (iv) market competition and (v) ethic considerations in companies' business model design. Theories and models presented over the course will be complemented with the analysis of case studies, unstructured problems, exercises and readings. It is expected that students apply business foundations considered in this course to solve problems and discuss case studies during the semester. The link between theory and applications aims to develop students' skills and abilities that are usually required by engineers when deploying their professional career within companies.

### Requirements

There are no previous requirements for this course

### Skills

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### Specific

- \* Good knowledge of the concept of business, organization and management, and about the institutional and legal framework affecting companies (E6) .
- \* Capacity to apply the knowledge of management to analyze companies (E17) .

### Generic

- \* Oral presentation skills to convey in public knowledge, ideas, and reports (T3) .
- \* Good organization, and skills to plan, coordinate and lead activities (T8) .
- \* Capacity to act ethically regarding the natural environment and social issues, such as gender equity, diversity and multiculturalism (T9) .

### 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

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The content of the course is listed below:

### Range of topics

- Subject matter 1. Why do companies exist
- Subject matter 2. Business models notion to analyze how companies work
- Subject matter 3. Business functional areas
- Subject matter 4. Internal organization issues
- Subject matter 5. Introduction to markets and competitive analysis
- Subject matter 6. Strategic analysis
- Subject matter 7. Corporate Social Responsibility (CSR) and sustainability

## Teaching methodology

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The content of this course will be developed through theory lectures and practical sessions. Theory lectures will focus on presenting the theoretical concepts of the course, while in practical sessions students will learn how to apply business theories and models to solve case studies or practical business problems.

In-class work activities (1.8 credits, 45 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory lectures	Large group (G)	The lecturer will explain the theoretical concepts of each subject matter. Active students' participation during classes is expected. Competences developed: E6, E17 y T3.	26

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Modality	Name	Typ. Grp.	Description	Hours
Seminars and workshops	Case discussions, problem solving and reading analysis	Medium group (M)	Students, working in teams and/or individually, will analyze case studies, read articles, and solve exercises by applying the theory about business management covered over this course. Competences developed: E6, E17, T3, T8 y T9.	2
Seminars and workshops	Final project	Medium group (M)	Students will work on a final project based on the contents of the course. The objective of this project is to integrate the acquired knowledge to find creative solutions to particular problems. Ideas to develop the project will be presented by the professor over the semester. Competences developed: E6, E17, T3, T8 y T9.	12
Assessment	First partial exam	Large group (G)	The first partial exam will evaluate the knowledge adquired by students on the subject matters comprising the first part of the course. It will take place in the middle of the semester. Comptences developed: E6 y E17	2.5
Assessment	Second partial exam	Large group (G)	The second partial exam will evaluate the knowledge adquired by students on the subject matters encompassing the second part of the course. It will take place at the end of the semester. Comptences developed: E6 y E17	2.5

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 Aula Digital platform.

### Distance education tasks (4.2 credits, 105 hours)

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 analyze the theoretical contents of the course, as well as the textbooks, case studies, readings, and other references recommended by the professor during the semester. Moreover, self-study includes the preparation of the activities to be developed in practical sessions, such as case studies, readings, or problem sets	65
Group self-study	Team work	Team activities are proposed in practical sessions to develop competences like T8. These activities require previous preparation in group or individually.	40

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### 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 a continuous assessment of the students' learning process. Attending to the practical sessions is a crucial issue, because an important part of the learning process assessment will take place during those classes. All parts of the evaluation are **non-retrievable**. In cases that a student fails to take a partial exam or submit or attend to an assessment activity, the corresponding grade will be zero in that activity, except for the case of justified situations that are specified by the UIB regulation. Exceptions included in the UIB regulation are the following:

- \* Accidents
- \* Hospitalizations
- \* Birth or adoption of a child
- \* Death of a family member up to second degree of consanguinity or first degree of affinity. In both cases, the situation must be concurrent with the date of the assessment activity, thus making impossible its realization.
- \* Circumstances derived from the following UIB activities: Official mobility programs, participation in high performance sport events, or participation in cultural activities on behalf of the UIB.

When a student fails to attend to an exam or an assessment activity, and his/ her absence is properly justified according to UIB regulation, the professor may opt for rescheduling the assessment activity to an alternative date, or assessing such activity along with any other assessment task.

#### IMPORTANT

Academic malpractice in the form of **cheating, plagiarism and collusion** will be penalized in the course with a grade of zero as the final mark.

- \* **Cheating** represents any inappropriate behavior directed to improve the mark of an individual or group. For instance, this comes about when students disclosure information about their answers to others during exams. Another form of cheating appears when students use forbidden material in exams with the aim of improving their marks. The use of electronic devices with this aim of accessing to prohibited material during exams is considered also a cheating behavior.
- \* **Plagiarism** involves presenting the ideas, work or words of others without any acknowledgement. It also includes self-plagiarism; that is to say, the use of whole or part of a student's own work. For instance, this occurs when previous assignments or works are submitted to this course even after being submitted in other courses for a different assignment.
- \* **Collusion** happens in cases where a student or students collaborate inappropriately or illicitly with another student or students with the purpose of improving the grade of an individual or group.

### Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

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### Theory lectures

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Modality	Theory classes
Technique	Observation techniques ( <b>non-retrievable</b> )
Description	The lecturer will explain the theoretical concepts of each subject matter. Active students' participation during classes is expected. Competences developed: E6, E17 y T3.
Assessment criteria	Active and relevant participation in lectures and seminars. This evaluation will be based on students' comments that suggest interesting ideas, questions or show insights on the subjects proposed by the lecturer. Participation also includes make comments or questions regarding the content of the course. This assessment also will take into account the lecture's judgements on the students' attitudes towards the activities taking place during class sessions

Final grade percentage: 10%

### Case discussions, problem solving and reading analysis

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Modality	Seminars and workshops
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	Students, working in teams and/or individually, will analyze case studies, read articles, and solve exercises by applying the theory about business management covered over this course. Competences developed: E6, E17, T3, T8 y T9.
Assessment criteria	Students working in teams and/or individually will analyze case studies, read articles, and solve exercises to identify and apply the theoretical concepts of business management. Assessment criteria: The quality of the work presented and the use of the theory covered in the course to solve the proposed problems.

Final grade percentage: 20%

### Final project

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Modality	Seminars and workshops
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	Students will work on a final project based on the contents of the course. The objective of this project is to integrate the acquired knowledge to find creative solutions to particular problems. Ideas to develop the project will be presented by the professor over the semester. Competences developed: E6, E17, T3, T8 y T9.
Assessment criteria	Students will work on a final project based on the contents of the course. The objective of this project is to integrate the acquired knowledge to find creative solutions to particular problems. Ideas to develop the project will be presented by the professor over the semester. Assessment criteria: <ul style="list-style-type: none"><li>* Content of the project</li><li>* Creativity in the solution proposed and/or in the way to treat the problem under consideration</li><li>* Skills to analyze and summarize information</li><li>* Capacity to present ideas with clarity</li><li>* The ability to answer properly professor and colleagues' questions</li></ul>

Final grade percentage: 20%

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### First partial exam

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Modality	Assessment
Technique	Objective tests ( <b>non-retrievable</b> )
Description	The first partial exam will evaluate the knowledge acquired by students on the subject matters comprising the first part of the course. It will take place in the middle of the semester. Competences developed: E6 y E17
Assessment criteria	The first partial exam will be at the middle of the semester. Assessment criteria: Demonstration of proficiency on the subject matters under consideration

Final grade percentage: 25%

### Second partial exam

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Modality	Assessment
Technique	Objective tests ( <b>non-retrievable</b> )
Description	The second partial exam will evaluate the knowledge acquired by students on the subject matters encompassing the second part of the course. It will take place at the end of the semester. Competences developed: E6 y E17
Assessment criteria	The second partial exam will take place in the end of the semester. Assessment criteria: Demonstration of proficiency on the subject matters under consideration

Final grade percentage: 25%

## Resources, bibliography and additional documentation

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### Basic bibliography

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- \* Besanko, D., Dranove, D., Shanley, M., Schaefer, S. (2007): *Economics of Strategy*. John Wiley & Song: New York.
- \* Brickley, J. A., Smith, C. W., Zimmerman, J. L., Zhang, Z., & Wang, C. (2004). *Managerial Economics and Organizational Architecture*. Fifth Ed., McGraw-Hill/Irwin: Boston.
- \* Ferrel, O. C., & Hirt, G. (2000). *Business: A Changing World*. Tata McGraw-Hill Education: New York
- \* McAfee, R. P. (2009). *Competitive solutions: The Strategist's Toolkit*. Princeton University Press: New Jersey.
- \* Osterwarder, A. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley: New Jersey.

### Complementary bibliography

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- 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.
- Lazear, E. P. (1995). *Personnel Economics*. MIT press: Cambridge.
- 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.
- Porter, M. (2008): *The Five Competitive Forces that Shape Strategies*. *Harvard Business Review*.

### Other resources

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Academic journals that include case studies, readings and articles about Management and Economics. These journals are available through the online UIB library:





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- \* California Management Review
- \* Harvard Business Review
- \* Sloan Management Review
- \* Universia Business Review

Michael Porter's interview on "The five forces that shape strategy": [http://www.youtube.com/watch?v=mYF2\\_FBCvXw](http://www.youtube.com/watch?v=mYF2_FBCvXw)

