

## INTRODUCTION TO MANAGEMENT (GROUP B) COURSE GUIDE: 2017-18

COURSE DETAILS			
Name :	Introduction to Management (GROUP B)		
Code :	63101105	Plan :	Economia (2010)
Academic year :	2017/2018	Level :	Undergraduate level
Course :	1	Type :	Compulsory
Semester :	First semester		
TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION			
ECTS :	6	In-class hours:	45
		Not in-class hours:	105
		Total time (in hours):	150
USE OF VIRTUAL PLATFORM:		Teaching support	

LECTURER DETAILS			
Name	Cynthia Giagnocavo		
Department	Economics and Business Administration		
Building	B		
Office	1.01		
Phone	+34 950214033	E-mail	cgiagnocavo@ual.es
Personal webpage			
Name	María del Mar Gálvez Rodríguez		
Department	Economics and Business Administration		
Building	B		
Office	1.02		
Phone	+ 950214165	E-mail	margalvez@ual.es
Personal webpage			

ACTIVITIES ORGANIZATION			
<i>Planned activities for learning and workload distribution per activity (in hours)</i>			
I. STUDENT'S ACTIVITIES (In-class / Online)	• Theory classes		31
	• Working groups classes		14
	<i>Total In-class/Online time :</i>		45
II. STUDENT'S AUTONOMOUS	• Individual activities, case studies, presentation,		

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ACTIVITIES (not in-class)	etc.	
	<i>Total not in-class time :</i>	105
TOTAL WORKING HOURS		150

## ELEMENTS OF INTEREST FOR COURSE LEARNING

### Justification of contents

What will I do when I become a manager? What is running a business about? Which tools can I use for this? These are, among others, some of the questions that this introductory course will try to answer.

This course aims to introduce students to the reality of business administration. Thus, contents, activities and assessments have been designed to facilitate sequential learning. Three major parts have been established to structure the development of classes.

The first module summarizes the concept of enterprise and business administration, analyzing its evolution over time.

The second module deals with strategic management, emphasizing the role of ethics and social responsibility in setting business objectives.

Finally, the third module examines the most important functions developed inside a firm in order to achieve the established goals.

### Other courses related

This course is framed in a wider unit called “Firm”, belonging to Module 1: Basic Knowledge in Business and Economic Sciences. Therefore it is related to the rest of introductory courses belonging to the same unit.

In addition, this course is offered in the first year of the degrees on Finance and Accounting, Economics, Marketing and Business Management, providing a solid base for further developments of more specific contents linked to the business management area.

### Minimum knowledge required to deal with the Course

There is no specific knowledge required for registering in this course, although general education and B1 level in English are required, B2 level is highly recommended.

## COMPETENCIES

### General competencies

*General objectives of the University of Almería*

- Second language knowledge
- Basic knowledge of the profession
- Ethics

*Other general objectives*

- Ability to communicate and social skills

### Specific competencies developed

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FBC03: Understand and apply the basic concepts of Business Management.

FBC11: Know and understand social responsibility derived from economic and business activities.

### LEARNING OBJECTIVES/OUTCOMES

UAL1: Knowledge, skills, and attitudes that ease the learning of new theories, interpretations, methods and techniques in the different field disciplines as to satisfy effectively professional requirements.

UAL7: Understand and being understood in a verbal and written way using a language other than the mother language (It is especially important in the European convergence process for the expansion of the international dimension of the degrees)

RD1: Students should know how to apply their knowledge to the work environment in a professional manner and possess the competences that are usually required to demonstrate the ability to make and defend their arguments and to resolve problems within their area of study.

FBC03: Understand and apply the basic concepts of Business Management.

FBC11: Know and understand social responsibility derived from economic and business activities.

### CONTENTS

#### Module I Introduction

Unit 1. Introduction to Management

Unit 2. Firms and Organizations

Unit 3. Social Responsibility and Managerial Ethics

#### Module II Strategic Management

Unit 4. Business Environment

Unit 5. Strategic Management

#### Module III Management Basic Processes

Unit 6. Operations, Quality Management and Innovation

Unit 7. Organizational Design

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Unit 8. Human Resource Management

**EVALUATION SYSTEM**

Assessment criteria

**Knowledge acquisition and application,  
Participation at class,  
Information search, analysis and assessment**

Marking system

	<i>Activity</i>	<i>150</i>	<i>Percentage</i>	
I. STUDENT 'S ACTIVITIES (In- class/Online)	• Seminars		0 hours	0%
	• Teaching group/Lectures		31 hours	50%
	• Work group/ small group [example]		14 hours	30%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	• Individual work [example]		105 hours	20%

Assessment instruments

**Direct observation  
Reports and project reviews  
Multiple choice test**

**Participation: 10%**

**Exam: 40%**

**Research Project: 20%**

**Work group activities and assignments: 30%**

**Marking system:**

From 0 to 10, whereas:

10 – Matrícula de Honor – Excellent /A

9 - 10 Sobresaliente/ – Very good / B

7- 8.99 Notable/ – Good / C

5 – 6.99 Aprobado/ – Satisfactory D/E

0 – 4.99 Suspenso/ – Fail / F

**Lectures :**

During the lecture sessions, the instructor will explain the contents and answer the questions from the students. It will be positively valued if students prepare those contents in advance, by reading the referenced bibliography of the chapter and the slides (that will be facilitated at the start of the

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course). During those sessions the instructor will ask open questions to the students, and responses will be evaluated. The research project will be presented in class, questions asked by both the teacher and other students.

**Practical content:**

During the working group sessions, activities will be held related with the content of the course. The teacher will evaluate every activity in a specific manner, taking into account the attitude, implication, execution and participation of every student in the activity

Exams:

Testing of:

- Acquired knowledge
- Capacity to analyse, synthesise and relate ideas.

**Monitoring mechanisms**

Handing in of assignments and presentations

Class participation

**BIBLIOGRAPHY**

**Recommended bibliography**

**Mandatory Reading :**

Robbins and Coulter. Management – Prentice Hall 12<sup>th</sup> edition Global ISBN-10:0-273-78702-0  
ISBN-13: 978-0-273-78702-0

**Bibliography existing in the library of the University of Almeria**

<http://almirez.ual.es/search/x?SEARCH=70534211>

**WEB ADRESSES**

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