

COURSE GUIDE: 2019-20

COURSE DETAILS

Name :	Introduction to Management (GROUP B)		
Code :	63101105	Plan :	Grade in Economy (Plan 2010)
Academic year :	2018-19	Level :	Undergraduate level
Course :	1	Type :	Compulsory
Semester :	First semester		

TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION

ECTS :	6	In-class hours:	60
		Not in-class hours:	90
		Total time (in hours):	150

USE OF VIRTUAL PLATFORM:

Teaching support

LECTURER DETAILS

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ACTIVITIES ORGANIZATION

Planned activities for learning and workload distribution per activity (in hours)

I. STUDENT'S ACTIVITIES (In-class / Online)	• Teaching group	46
	• Working group / small group	14
	<i>Total In-class/Online time :</i>	60

II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	•	90
	<i>Total not in-class time :</i>	90
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? Those 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. Therefore, three major parts have been established to structure the development of classes.

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

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

Finally, the third section 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 B2 level is highly recommended.

COMPETENCIES

General competencies

General objectives of the University of Almería:

- Professional Basic Knowledge

Other general objectives

- Understand and possess knowledge

Specific competencies developed

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	Introduction		
Contents	Unit 1: Introduction to Management Unit 2: Firms and Organizations		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Participative Master Classes Audiovisual Projections Presentation workgroups Assessment		8 0,8 1 1
Work group	Debate Case Study Results assessment		1 2,5 1,5
Great Group	Conference		2
Description of autonomous workload			
Prepare case studies, read and study slides and book chapters, look for additional information, research project.			
Module	Strategic Management		
Content	Unit 3: Strategy, Planning and Control Unit 4: Organizational culture Unit 5: Social Responsibility and Managerial Ethics		

Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Participative Master Classes Audiovisual Projections Presentation workgroups Assessment		13 0,4 2 1
Work group	Debate Case Study Results assessment		0,5 1,5 1
			0,0

Description of autonomous workload

Prepare case studies, read and study slides and book chapters, look for additional information, research project.

Module	Management Basic Processes
Content	Unit 6: Organizational Design Unit 7: Operations, Quality Management and Innovation Unit 8: Human Resource Management (18.8)

Learning system and methodology

<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Participative Master Classes Audiovisual Projections Presentation workgroups Assessment		10 0,8 3 1
Work group	Debate Case Study Results assessment		1,5 3 1,5
Great Group	Conference		2

Description of autonomous workload

Prepare case studies, read and study slides and book chapters, look for additional information, research project.

EVALUATION SYSTEM
Assessment criteria

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

Marking system

	<i>Activity</i>	<i>(Number of hours)</i>	<i>Percentage</i>
I. STUDENT 'S ACTIVITIES (In-class/Online)	• Teaching group		50%
	• Working group		30%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	• Research Project		20%

Assessment instruments

Direct observation Reports and project reviews Multiple choice test

Option A: for those students that follow an continuum evaluation system:

- Exam: 40% (multiple choice test). Assessment of competences: UAL1, RD1, FBC03 and FBC11.
- Work group activities and assignments: 30% (team work in class). Assessment of competences: UAL1, RD1, FBC03 and FBC11.
- Research Project: 20% (report in group). Assessment of competences: RD1, FBC03 and FBC11.
- Participation: 10%. Assessment of competences: RD1, FBC03 and FBC11

In each part (exam, project and activities) students need to have a minimum score of 4. Considering the aforementioned, The final mark of the course should at least achieve a score 5 over 10 (to pass the course)

Option B: for those students that ask for an alternative evaluation system (this option should be justified and request it to the teacher at least two weeks before the official date of the exam)

- Exam: 80%. This exam has two parts.
 - First part, a multiple choice test (60 % of exam mark). Assessment of competences:UAL1; RD1, FBC03 and FBC11
 - Second part, a practice regarding the concepts addressed in the course (20% exam mark). Assessment of competences UAL1, RD1, FBC03 and FBC11
- Research Project: 20% (individual task) Assessment of competences: RD1, FBC03 and FBC11.

Final mark (exam +research project) *0.8. Hence the maximum score in this option is Notable/Good/C

In each part (exam, project and activities) students need to have a minimum score of 4. Considering the aforementioned, The final mark of the course should at least achieve a score 5 over 10 (to pass the course)

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 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.

Follow-Up Mechanisms

- Handing in of assignments and presentations Class participation

BIBLIOGRAPHY

Recommended bibliography

Robbins & Coulter, 2017. *Management, Global Edition (14th Ed.)*. Pearson Prentice Hall.

Bibliography existing in the library of the University of Almeria

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

WEB ADRESSES