

## COURSE GUIDE: 2014-15

COURSE DETAILS			
Name :	Introduction to Management (GROUP B)		
Code :	63101105	Plan :	Grado en Economía (Plan 2010)
Academic year :	2014-15	Level :	Degree
Course :	1	Type :	Basic
Semester :	1		
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			
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Department	Dirección y Gestión de Empresas		
Building	B (Facultad de Ciencias Económicas y Empresariales)		
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Personal webpage			

ACTIVITIES ORGANIZATION			
<i>Planned activities for learning and workload distribution per activity (in hours)</i>			
I. STUDENT'S ACTIVITIES (In-class / Online)	• Great Group		
	• Teaching group [Example]		31
	• Work group / small group [Example]		14
	<i>Total In-class/Online time :</i>		45
II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	•		105
	<i>Total not in-class time :</i>		105
TOTAL WORKING HOURS			150

ELEMENTS OF INTEREST FOR COURSE LEARNING	
Justification of contents	

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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, 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

None

### COMPETENCIES

#### General competencies

*General objectives of the University of Almería:*

- Professional Basic Knowledge

#### *Other general objectives*

- Understand and possess knowledge

#### Specific competencies developed

- To know and apply basic contents related to business management
- To know and understand the social responsibility derived from business activities.

### LEARNING OBJECTIVES/OUTCOMES

- To know and understand the main concepts of this field of study
- To know the economic and organizational foundations of the company, analyzing firms as sets of interrelated functional areas. Apply basic concepts to the solution of real business problems.
- To know the ethical principles associated to economic and managerial activities.
- To assess the extent to which companies and institutions integrate different groups and stakeholders in their decision making and assume a social commitment.
- To apply the principles of social responsibility for the resolution of economic and management

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problems.

<b>CONTENTS</b>			
<b>Module</b>	Introduction		
<b>Contents</b>	Unit 1. <b>Introduction to Management</b> Unit 2. <b>Firms and Organizations</b> Unit 3. <b>Social Responsibility and Managerial Ethics</b>		
<b>Learning system and methodology</b>			
<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		6 0,8 1 1
Work group	Debate Case Study Results assessment		1 2,5 1,5
Great Group	Conference		2
<b>Description of autonomous workload</b>			
Prepare case studies, read and study slides and book chapters, look for additional information, research project.			
<b>Module</b>	Strategic Management		
<b>Content</b>	Unit 4. Business Environment Unit 5. Strategic Management		
<b>Learning system and methodology</b>			
<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		4 0,4 2 1
Work group	Debate Case Study Results assessment		0,5 1,5 1

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**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. Operations, Quality Management and Innovation  
Unit 7. Organizational Design  
Unit 8. Human Resource Management

**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		6 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)	• Great Group		5%
	• Teaching group		45%

	<ul style="list-style-type: none"> <li>• Work group</li> </ul>		30%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	<ul style="list-style-type: none"> <li>• Research Project</li> </ul>		20%
<b>Assessment instruments</b>			
Direct observation			
Reports and project reviews			
Multiple choice test			
=====			
Participation → 10%			
Exam → 40%			
Research Project → 20%			
Case studies → 30%			
<b>Monitoring mechanisms</b>			

<b>BIBLIOGRAPHY</b>
Recommended bibliography
Robbins & Coulter, 2011. <i>Introduction to Management, International Edition</i> . Pearson Prentice Hall.
Bibliography existing in the library of the University of Almeria
<a href="http://almirez.ual.es/search/x?SEARCH=70534211">http://almirez.ual.es/search/x?SEARCH=70534211</a>
<b>WEB ADRESSES</b>

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