

COURSE GUIDE: 2016-17

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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ACTIVITIES ORGANIZATION		
<i>Planned activities for learning and workload distribution per activity (in hours)</i>		
I. STUDENT'S ACTIVITIES (In-class / Online)	<ul style="list-style-type: none"> Great Group Teaching group [Example] Working group / small group [Example] 	31 14
	<i>Total In-class/Online time :</i>	45

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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

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

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- 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 problems.

CONTENTS			
Module	Introduction		
Contents	Unit 1. Introduction to Management Unit 2. Firms and Organizations Unit 3. 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		6 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 4. Business Environment Unit 5. Strategic Management		
Learning system and methodology			

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<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
			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. 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,

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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%
	• Work group		30%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	• Research Project		20%
Assessment instruments			
Direct observation			
Reports and project reviews			
Multiple choice test			
=====			
Participation → 10%			
Exam → 40%			
Research Project → 20%			
Case studies → 30%			
Monitoring mechanisms			

BIBLIOGRAPHY
Recommended bibliography
Robbins & Coulter, 2014. <i>Management, Global Edition (12th Ed.)</i> . Pearson Prentice Hall.
Bibliography existing in the library of the University of Almeria

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WEB ADRESSES

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