

## COURSE GUIDE: 2018-19

| 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 |                                       |        |                  |
|------------------|---------------------------------------|--------|------------------|
| Name             | María del Mar Gálvez Rodríguez        |        |                  |
| Department       | Economics and Business Administration |        |                  |
| Building         | B (Economics and Business Faculty)    |        |                  |
| Office           | 2.16                                  |        |                  |
| Phone            | +34 950015104                         | E-mail | margalvez@ual.es |
| Personal webpage |                                       |        |                  |
| Name             | Pending assignment                    |        |                  |
| Department       |                                       |        |                  |
| Building         |                                       |        |                  |
| Office           |                                       |        |                  |
| Phone            |                                       | E-mail |                  |
| Personal webpage |                                       |        |                  |

| ACTIVITIES ORGANIZATION  |                                     |    |
|--|-------------------------------------|----|
| <i>Planned activities for learning and workload distribution per activity (in hours)</i> |                                     |    |
| I. STUDENT'S ACTIVITIES (In-class / Online)  | • Teaching group                    | 46 |
|  | • Working group / small group       | 14 |
|  | <i>Total In-class/Online time :</i> | 60 |

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|  |   |                                     |
|--|---|-------------------------------------|
| 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

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- 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

| <b>CONTENTS</b>   |   |                     |                               |
|---|---|---------------------|-------------------------------|
| <b>Module</b>   | <b>Introduction</b>   |                     |                               |
| <b>Contents</b>   | Unit 1: Introduction to Management<br>Unit 2: Firms and Organizations   |                     |                               |
| <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<br>Audiovisual Projections<br>Presentation workgroups<br>Assessment                                |                     | 8<br>0,8<br>1<br>1            |
| Work group  | Debate<br>Case Study<br>Results assessment  |                     | 1<br>2,5<br>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>   | <b>Strategic Management</b>   |                     |                               |
| <b>Content</b>  | Unit 3: Strategy, Planning and Control<br>Unit 4: Organizational culture<br>Unit 5: Social Responsibility and Managerial Ethics |                     |                               |
| <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  |                     | 13                            |

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|            |                         |  |     |
|------------|-------------------------|--|-----|
|            | Audiovisual Projections |  | 0,4 |
|            | Presentation workgroups |  | 2   |
|            | Assessment              |  | 1   |
| Work group | Debate                  |  | 0,5 |
|            | Case Study              |  | 1,5 |
|            | Results assessment      |  | 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

#### 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<br>Audiovisual Projections<br>Presentation workgroups<br>Assessment |                     | 10<br>0,8<br>3<br>1           |
| Work group     | Debate<br>Case Study<br>Results assessment   |                     | 1,5<br>3<br>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> |
|--|-----------------|--------------------------|-------------------|
|--|-----------------|--------------------------|-------------------|

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| I. STUDENT 'S<br>ACTIVITIES (In-<br>class/Online)   | • Teaching group   |  | 50% |
|   | • Working group    |  | 30% |
| II. STUDENT'S<br>AUTONOMOUS<br>ACTIVITIES<br>(Autonomous work)  | • Research Project |  | 20% |
| <b>Assessment instruments</b>   |                    |  |     |
| Direct observation  |                    |  |     |
| Reports and project reviews   |                    |  |     |
| Multiple choice test  |                    |  |     |
| <ul style="list-style-type: none"> <li>• Exam → 40%</li> <li>• Case studies → 30%</li> <li>• Research Project → 20%</li> <li>• Participation → 10%</li> </ul> |                    |  |     |
| <b>Monitoring mechanisms</b>  |                    |  |     |
| <ul style="list-style-type: none"> <li>• Handing in of assignments and presentations Class participation</li> </ul>   |                    |  |     |

|   |
|---|
| <b>BIBLIOGRAPHY</b>   |
| Recommended bibliography  |
| Robbins & Coulter, 2014. <i>Management, Global Edition (12<sup>th</sup> Ed.)</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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