

**COURSE DATA****DATA SUBJECT**

**Code:** 34818  
**Name:** Business organization  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
1402 - Degree in Telecommunications Electronic Engineering	Escola Tècnica Superior d'Enginyeria	4	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1402 - Degree in Telecommunications Electronic Engineering	Business organisation	COMPULSORY

**COORDINATION**

SORET MEDEL JESUS

**SUMMARY**

Business Organization. The course is taught in the first quarter of the fourth year of the degree in Electronic in Telecommunications Engineering Degree. The curriculum consists of a total of 6 ECTS credits. It's a obligatory subject, whose overall objective is that students acquire adequate knowledge of the concept of business well as the principles of the company organization and business management.

General objectives may include the following: To familiarize the student with business terminology. To develop a vision of the general aspects of the business, its relations with the environment, process management, decision making in business and functional areas that comprise it. To develop abilities for analysis, systematization and interpretation of relevant information for decision-making in different contexts. To identify accurately and clear some general aspects of management system and its functions. To elaborate the principles of organization as a basis for addressing the problems of organizational design. To rate, based on the information available, the situation and probable development of a business. To apply management skills such as teamwork and motivation. To promote habits for actively seeking employment.

**PREVIOUS KNOWLEDGE**



## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

## OTHER REQUIREMENTS

It does not require specific knowledge in this matter, due to the introductory level of the subject. However, because of its relationship with the content and skills to acquire, it is recommended to study "Project Management" subject previously. This course introduces general knowledge of the functioning of organizations, so it helps to integrate and synthesize the knowledge acquired by students during all the studies in Engineering Degree.

## COMPETENCES / LEARNING OUTCOMES

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G2 - Knowledge, understanding and ability to apply the legislation required in the development of the profession of Telecommunications Technical Engineering and ability in the handling of specifications, regulations and norms of compulsory compliance.

G7 - Ability to analyze and assess the social and environmental impact of technical solutions.

G8 - Knowledge and application of basic elements of economics and human resource management, project organization and planning, and legislation, regulations and norms in telecommunications.

G9 - Ability to work in a multidisciplinary environment and in a multilingual group and to communicate, in writing and orally, knowledge, procedures, results and ideas related to telecommunications and electronics.

R3 - Ability to use computer tools to find bibliographic resources and information related to telecommunications and electronics.

## DESCRIPTION OF CONTENTS

### 1. ECONOMY AND ECONOMIC ACTIVITY

Economy and economic activity. Economic agents. Organization of economic activity and economic systems. Introduction to the functioning of markets. Theoretical approaches to analyze the business: the systemic approach. Conclusions.

### 2. BUSINESS ENVIRONMENT

Concept and functions of business. Elements. Business as a system; functional areas. Types of companies. The role of the entrepreneur. The company and the market economy system. Commercial



occupational and business legal framework.

### **3. BUSINESS STRATEGY**

Introduction to Business Strategy. PESTEL and PORTER techniques. Strategic analysis (SWOT-CAME). Strategic plan. Strategy based on Corporate Social Responsibility (CSR\_ME). Location. Dimension. Business growth. Business collaboration

### **4. MARKETING AREA**

The market. Types of markets. Market research. Sales plan. Market segmentation and positioning. Marketing variables: product, price, distribution, communication. Marketing Plan. The role of Marketing Department. Conclusions.

### **5. BUSINESS MANAGEMENT**

Concept, components and structure of the management system. The levels of management. Business objectives. Management by objectives. The administrative functions. Planning. Control. Information systems. Concept and structure of the decision-making system. Kinds of decisions.

### **6. ORGANIZATIONAL CORPORATE MODELS**

Determinants of the structure. Life cycle of the organization. The simple structure. The functional structure. The divisional organization. The matrix organization. The network structure or ad hoc. Functional areas of the company. Cases of study. Conclusions.

### **7. HUMAN RESOURCES AREA**

The role of the Human Resources management. Legal framework. Types of contract. Workers and Employers: rights and duties. Conclusions.

### **8. MANAGERIAL SKILLS**

Motivation. Leadership. Communication. Conflict and negotiation. Team management. Managing risk, change and innovation. Conclusions

### **9. BUSINESS PROJECT**

The creation of a company. Business Model Design. Business plan. Analysis of business viability. Formal



constitution of the company: requirements. Conclusions.

## 10. CORPORATE ENTREPRENEURSHIP

Entrepreneurship cases and examples. The entrepreneur as hero of entrepreneurial activity. The entrepreneurial process: concept, elements and characteristics. The business opportunity. The resources. Case of study. Conclusions.

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Laboratory	20,00
Classroom practices	10,00
<b>Total hours</b>	<b>60,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	8,00
Individual or group project	24,00
Independent study and work	20,00
Preparation of lessons	24,00
Preparation for assessment activities	10,00
Resolution of case studies	4,00
<b>Total hours</b>	<b>90,00</b>

### TEACHING METHODOLOGY

Subject development is carried out through theory classes, classes applied, and seminar-workshops.

**Theoretical activities** will expose through theory classes (T). In those classes, we will use the lecture model. The teacher will present or explain by exposing the contents of each issue to highlight those key aspects of comprehension. (G2, G7, G8)

**Applied activities or practices** (P) will be developed in this way: some lessons or exercises selected by the teacher will be prepared for all the students organized individually or in several groups (2-4 students). The teacher will select one of the team for conference, at its discretion. Following there will be a question and discussion turn by the teacher and other student teams. (G2, G7, G8, G9)

**Seminar-workshops** (S) will be developed according to the following method: the teacher will propose some issues related to the subject but not included in the documentation given to the students, and assign each team a seminar-workshop to develop and defend it by exposing. Following, there will be a question



and discussion turn by the teacher and other student groups. (G2, G7, G8, G9)

## EVALUATION

The knowledge obtained by students may be assessed in two ways: firstly through a continuous assessment, or by a final exam for those students who either have failed to comply with the requirements for continuous assessment.

**Continuous Evaluation System.** This system will be assessed to those students who regularly participate in training activities, evaluating theoretical activities, practical activities, seminars, workshop and laboratory activities

To access this type of assessment will require more than 75% support in practical activities (P) and seminar-workshop (S). The first contribute 20% to the final while the laboratory sessions will contribute 20% to the final grade.

The knowledge gained in the lectures will be evaluated by a single objective test consisting of a final theory exam, which will consist of theoretical and practical issues of the above both in the lectures, workshops and seminars-workshops throughout the year. The final exam of theory contributes 60% of the final grade.

The degree of participation and student involvement in practical activities will be assessed taking into account the regular attendance and classroom activities provided by the degree of preparation and public presentation of the theme that the group has presented, describing uniquely the group and all members will get the same note in this part (exposure issue). The rating is weighted practical activities through a 50% regular attendance (over 75%) and 50% readiness, quality of presentation, clarity of exposition and rigor in Question Time. The note of the practical activities contributes to 20% of the final grade.

The evaluation of the activities of the seminar-workshop will be assessed through regular attendance at the same student as well as by the degree of preparedness and public exposition of the theme that the group has presented, qualifying the group uniquely and all members get the same note in this part (exposure of the seminar-workshop). The qualification of the seminar-workshop was weighted by 25% regular attendance (over 75%) and 75% readiness, quality of presentation, clarity of presentation and thoroughness in question time. The note of the seminar-workshop will contribute to 20% of the final grade.

To average in any of the weights have to achieve a minimum score of 5.

**Single Assessment System.** For those students who for whatever reason can not attend classes regularly or have not passed the continuous assessment, in all its various assessments, the evaluation of acquired knowledge will be done through a final review of theory coinciding with the final examination of the Theory of students who have continued the system of continuous evaluation and will include the contents of all onsite activities conducted: theoretical activities and practical activities. Seminar-workshop activities will be evaluated by case studies as homework. The Theory examination mark will contribute 30% of the final while the practical evaluation will be based on the submission of works and contributes 70% of the final grade.



In order to be able to average, a minimum grade of 5.0 / 10 must be obtained in each of the parts.

In any case the evaluation will be submitted to the statements of Reglament d'avaluació i qualificació de la Universitat de València per a títols de Grau i Màster

(<https://webges.uv.es/uvTaeWeb/MuestraInformacionEdictoPublicoFrontAction.do?accion=inicio&idEdictoSeleccionado=5639>).

Copying or plagiarism of any activity that is part of the evaluation will result in the impossibility of passing the course, and the student will then be subject to the appropriate disciplinary procedures indicated in the ACTION PROTOCOL FOR FRAUDULENT PRACTICES AT THE UNIVERSITY OF VALENCIA ([ACGUV 123/2020](#)).

## REFERENCES

- BUENO CAMPOS, E. (2008): Manual de Introducción a la Organización de la Empresa. Ed. UDIMA. Madrid.
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- DÍEZ DE CASTRO, J., REDONDO LÓPEZ, C. (1999): Administración de Empresas. Editorial Pirámide, Madrid.
- NAVAS LÓPEZ, E. y GUERRAS MARTÍN, L.A. (2003): La dirección estratégica de la empresa. Teoría y aplicaciones. Editorial Civitas, Madrid.
- BUENO CAMPOS, E. (1997): Organización de Empresas. Estructura, procesos y Modelos. Editorial Pirámide, Madrid
- CABRERA, A. (2011): Economía de la Empresa. Ediciones SM, Madrid
- Canales de noticias (RTVE) y diarios generalistas con suplementos en economía
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- OSTERWALDER, A. et al (2011): Generación de modelos de negocio. Ed Deusto. Barcelona.