

**COURSE DATA****DATA SUBJECT****Code:** 34829**Name:** Business**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1407 - Degree in Multimedia Engineering	Escola Tècnica Superior d'Enginyeria	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1407 - Degree in Multimedia Engineering	Empresa	BASIC

COORDINATION

COBOS CABALLERO ANGELA

ROMERO MARTINEZ MARIANO

SUMMARY

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The subject Business aims to provide a generic introduction to business management and the management of the firm resources, both from the organizational and the economic point of view.

The content of the subject is divided in two big blocks. In the first one dedicated to the organizational area, after defining the company and the diverse subsystems that compose it, we analyze the relation with the environment. Then, we study the different skills of managers, considering the potential managerial functions of the engineers, inside the process of managerial decisions making. Finally, we discuss some basic issues relating to organizational design and innovation in the enterprise.



The second block focuses on the economic-financial management. It begins with an approximation to the juridical frame of the company and continues with the study of the basic concepts of the Accounting, in order to provide the knowledge necessary for the comprehension and analysis of the financial statements of the company and for the diagnosis of his financial situation.

NOTE: The order of the blocks can be changed. In this case the subject would begin with the block of Business and Accountancy and continue with the block of Organization.

The fundamental aim of the subject is that the students acquire a suitable knowledge of business reality, of the foundations of the organization and management of companies and of the content and managing of the financial information presented by these entities.

The contents of the subject are:

Foundations of Business management

- Market economy, macroeconomic information and international trade
- Concept of company and juridical framework
- Introduction to the costs: direct, indirect, allocation

Management strategy

- Analysis of the situation of a sector: techniques of diagnosis
- Process of formulation of managerial strategies
- Organizational design for the persons' management



Company and accounting

- Balance sheet and income statement
- Analysis of the financial statements, financial ratios, profitability ratios

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

1405 -

B6 - Have proper understanding of the concept of company and know the institutional and legal framework of companies. Business organisation and management.

G1 - Be able to relate and structure information from different sources and to integrate ideas and knowledge. (RD1393/2007)

G3 - Take into account the economic and social context in engineering solutions, be aware of diversity and multiculturalism and ensure sustainability and respect for human rights and equality between men and women.

G4 - Be able to integrate into working groups and collaborate in multidisciplinary environments and be able to communicate properly with professionals from all fields.

G5 - Be able to lead working groups properly, respect and appreciate the work of others, take into account the needs of the group and be available and accessible.

MM21 - Communicate effectively, both in writing and verbally, knowledge, procedures, results and ideas related to ICT and specifically to multimedia, and know their socioeconomic impact.

MM30 - Be able to analyse and assess the social and environmental impact of technical solutions and understand the ethical and professional responsibility of multimedia engineering.

MM31 - Know and apply the basic elements of economics and of human resources management, project organisation and planning, and legislation, regulations and norms in multimedia projects, according to the knowledge acquired as described in the specific competences.



DESCRIPTION OF CONTENTS

1. THE COMPANY AND THE BUSINESSPERSON

1. Introduction to Management.
2. Company: Concept and Classification
3. Types of Businessperson.
4. The Functional Subsystems.

2. STRATEGIC MANAGEMENT

1. Introduction.
2. Analyzing the Environment of Business Organizations.
3. Business Strategies.

3. ORGANIZATION AND MANAGEMENT

1. Interpersonal Skills.
2. Human Resources Management.
3. Organizational Design.
4. Innovation in Business.

4. ECONOMIC AND LEGAL FRAMEWORK OF THE COMPANY

1. Economic Framework.
2. Types of Companies.

5. FINANCIAL INFORMATION OF THE FIRM

1. Basic Concepts.
2. Balance Sheet.
3. Income Statement.

1. General Issues.
 - a. Financial Statements
 - b. Objectives and typology.
2. Diagnosis of economic and financial situation of the company.
 - a. Study of the composition and evolution of the balance sheet and income statement.



6. ANALYSIS OF FINANCIAL STATEMENTS

1. General Issues.
 - a. Financial Statements
 - b. Objectives and typology.
 - b. Analysis of Financial Balance.
 - c. Study of Corporate Profitability.
 - d. Cost-Volume-Profit.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	35,00
Classroom practices	25,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	2,00
Individual or group project	30,00
Independent study and work	8,00
Preparation of lessons	15,00
Preparation for assessment activities	25,00
Resolution of case studies	10,00
Total hours	90,00

TEACHING METHODOLOGY

The formative activities will develop in agreement with the following methodology:

- Theoretical activities.

Description: explanatory lessons of the contents of every unit. In the theoretical classes the topics will be developed with a global vision, analyzing in detail the key aspects and more complex, and also considering the participation of the student. (G1, G3, G4, G5, B6, MM21, MM30, MM31)

- Practical activities.

Description: These are a complement to the theoretical activities in order to apply the basic concepts and expand the knowledge with the experience acquired during the course. Some of these activities will be conducted in small groups and may include the following types of classroom activities:



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- Problems and questions. (G1, B6, MM31)
- Discussion sessions and problem-solving exercises, previously worked by the students. (G1, B6, MM31)
- A monographic work. (G1, G3, G4, G5, B6, MM21, MM30, MM31)
- Oral presentations. (G1, G3, G4, G5, B6, MM21, MM30, MM31)
- Conferences, seminars and events (in or outside the classroom). (G1, G3, G4, G5, B6, MM21, MM30, MM31)
- Tutorials scheduled (individualized or in group). (G1, G3, G4, G5, B6, MM21, MM30, MM31)

- Evaluation.

Description: Individual assessment exercises in the classroom with the teacher's presence.

Dedication: 60h (40 %)

- **Personal work of the student.**

Description: Accomplishment (out of the classroom) of monographic works, bibliographical search, questions and problems, accomplishment of reports, as well as the preparation of classes and examinations (study). This task will be realized in an individual way and it tries to promote the autonomous work.

- **Work at small groups.**

Small groups of students (2-4) will work about questions and problems out of the classroom. This task complements the individual work and promotes the capacity of integration in workgroups.

Dedication: 90h (60 %)



The e-learning platform (Virtual Classroom) of the University of Valencia will be in use as support of communication with the students. Students will have access to the didactic material used in during the course, as well as the problems and exercises to resolve.

EVALUATION

To evaluate the subject BUSINESS, it is important to consider that it combines two distinct blocks of content taught by two departments: Accounting and Management.

For the 1st and 2nd rounds and both evaluation options (A or B), the teacher of each part of the course (Accounting or Management) assesses, independently, 50% of the final grade.

Criteria in both assessment bands are applied independently to each subject block. The overall score will be equal to the mean score for the two blocks. To pass, students must obtain a minimum of 40% in each block. The global mark thus calculated must be at least 5 to pass the course.

Student involvement in the teaching-learning process carries significant weight. Student involvement is assessed by regular monitoring of classroom activities and continuous learning of subject content. Marks are supplemented using objective testing throughout the semester. Calculation of the final course grade in the 1st round is explained in the following table:

OPTION A

a.	Concept being evaluated:	% of final mark
	Participation and work throughout the semester:	35 %
	Submission of case studies and coursework.	
	Objective testing throughout the semester.	
b.	Final Exam	65 %

To approve the subject it will be required the obtaining of a minimum of 4 points in the final examination, in each of the parts. In case the student manages to approve one of two blocks of the subject, the qualification obtained in the first summons will be kept for the second summons, in which only it will have to do the examination of the not approved block.



Either due to its nature of teamwork and / or its face-to-face nature in which it is intended to evaluate the work and continued study carried out by the student throughout the class period, continuous evaluation activities are not recoverable.

OPTION B

This evaluation option will apply to students who either have not completed the activities provided for in section a) of option A, or who have not obtained in them a sufficient grade to obtain 4 points (out of 10) in the grade of a part of the subject with option A of evaluation.

The final exam, regardless of the round and its weighting in the final grade, will consist of two parts, one for each of the content blocks (Accounting and Management).

In this option B, course grade depends only on the exam.

The assessment will be 80% of the mark obtained in the examination of that part. The course grade will be the result of adding the note of both parts. For this option, passing the subject also requires a minimum of 40% in the final note of each part of the course.

In any case, the evaluation of this subject will be done in compliance with the University Regulations in this regard, approved by the Governing Council on 30th May 2017 (ACGUV 108/2017)

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).

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