



COURSE DATA

DATA SUBJECT

Code: 35821
Name: Introduction to BMA studies
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	1	First quarter
1330 - Degree in Business Management and Administration (Ontinyent)	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Communication	BASIC
1330 - Degree in Business Management and Administration (Ontinyent)	Comunicación	BASIC

COORDINATION

SENDRA PONS PAU

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SUMMARY

The subject **Introduction to Business Administration and Management Studies** aims to facilitate the students' transition to the university environment from a comprehensive approach that takes into account not only the skills related to their degree, but also those related to the understanding of the institution to which they belong and their role in society. It is taught in the first semester of the first year.

At the end of the semester, students should:

- Know the academic structure and services of the Universitat de València.
- Know the studies of Business Administration and Management (BMA) at the Universitat de València.



- Have the necessary knowledge to locate, evaluate, use and communicate at a basic level information in any area of specialisation in BMA.
- Know, access and use the basic information resources of the Universitat de València.
- Know and use the basic computer programmes for BMA studies.
- Know and be able to use study and personal work techniques.
- Know the professional profiles and competences of graduates in BMA, including entrepreneurship.
- Be familiar with the values of respect for human rights and democratic principles, as well as the promotion of a culture of peace.

One of the objectives of the subject is for students to begin to reflect on the need for ethical criteria in their profession, together with the social responsibility inherent to the company. For this reason, part of the materials provided for the development of the activities considers contents related to the ethics and the values that are intended to be inculcated, such as honesty, integrity, responsibility, respect, transparency and sustainability in a broad sense.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

Considering the introductory nature of the subject, no previous knowledge is needed.

COMPETENCES / LEARNING OUTCOMES

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Be able to adapt to new situations.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to learn autonomously.

Be able to use ICTs in the field of study.

Be able to work in a team.

Have initiative and entrepreneurial spirit.



Have interpersonal skills.

Manage time effectively.

Show motivation for quality.

DESCRIPTION OF CONTENTS

1. Introduction - The Universitat de València and the studies of BMA

1.1. The studies of BMA at the Universitat de València.

1.2. Academic structure and services of the Universitat de València.

1.2.1. Structure of the Universitat de València.

- Teaching organization: Campus, Faculties, Departments.

- Student participation: ADR, Senate, Faculty Board, Council, Departments.

- Bodies of representation, decision and control in the Universitat de València. Senate. Governing Council. Rector. Governing Team.

- Representative, decision-making and control bodies in the Facultat d'Economia. Dean. The Dean's Office.

1.2.2. Resources and services of the Universitat de València.

2. Technical - Instrumental competencies of the students in BMA

2.1. Study and personal work techniques.

2.2. Team work and time planning.

2.3. Written communication and oral communication.

2.4. Computer applications for students in BMA.

2.5. The elaboration of an academic work.

3. Technical - Informational competences of the students in BMA

3.1. Location of materials and information resources needed by students in BMA:

- Library versus Google. The Library: spaces, resources and services.

- The Catalog: contents and basic search strategies.

- Course on Information and Digital Competences (CID-1).

3.2. Information skills for the preparation of an academic paper:

- Locating information: books, journal articles, press releases, statistical data. Main databases. Main search engines. Evaluating the quality of the information found. How to avoid plagiarism.



4. Human competencies of the BMA graduates

- 4.1. Ethics, moral habits and good practices in business management.
- 4.2. Ethical standards and criteria for making business decisions.
- 4.3. Competences for the design of Corporate Social Responsibility Policies.

5. Profiles and professional competencies of the BMA graduates

- 5.1. Concept of professional profile and competence.
- 5.2. Professional profiles of graduates in Business Administration and Management: knowledge, skills and functions.
- 5.3. The labor market placement of graduates in Business Administration and Management: employment, self-employment and entrepreneurship.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Computer classroom practice	45,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	40,00
Independent study and work	15,00
Preparation of lessons	10,00
Preparation for assessment activities	13,00
Resolution of case studies	0,00
Total hours	88,00

TEACHING METHODOLOGY

The methodologies used in the classroom will be different depending on the competences that need to be



worked on.

The faculty will make a series of materials available to students through the virtual classroom.

In general, work will be carried out using mainly the following methodological resources:

- Classroom presentation of the essential theoretical contents, using the lecture method with participatory techniques.
- Practical classes relating to problem solving, case studies, use of computer applications, oral presentations and debates, among others, individually and/or in teams.
- Activities with students to get to know and use the Campus services.
- Autonomous work based on carrying out exercises and/or projects individually and/or in teams, with tutorial support where appropriate.
- Independent study by students and completion of written and/or oral tests.

EVALUATION

First call

- **Individual mark 50%**, linked to attendance. This will be obtained from exercises carried out and/or presented in class. Active participation in the sessions will also be assessed.
- **Group mark 20%**, which will consist of one or more assignments requested by the professor. Group work might be related with other subjects.
- **Exam mark 30%**. It will be necessary to pass the exam to pass the subject.

Second call

- **Individual mark**. It can be retaken by handing in assignments and/or taking an exam.
- **Group mark**. Not recoverable for group activities done during the classes. The first call mark will be maintained.



- **Exam mark.** A new exam will be taken.

Students who have failed the subject must resit the exam in this exam session.

For both calls:

The final mark is obtained from the weighted average of the marks of each part of the assessment, provided that the part corresponding to the written test or exam officially announced by the Facultat d'Economia has been passed. In the event that the written test or exam is not passed, the final mark will be the weighted average of the mark of the said test and of the continuous assessment, not exceeding a maximum of 4.5 points.

REFERENCES

- "Normativa universitaria de influencia en la vida del estudiante" (<https://www.uv.es/uvweb/economia/ca/facultat/normatives-1285848976871.html>)
- Guía del estudiante de la Universitat de València (<https://www.uv.es/uvweb/estudiantes-uv/ca/novetats-1285852853619.html>)
- Cotillas Alandí, C.: Planifica tu estudio en la Universidad, Servei de Formació Permanent
- Universitat de València. Recull de dades estadístiques.
- Mario de Miguel Díaz (coord.) (2006): Metodologías de enseñanza y aprendizaje para el desarrollo de competencias: orientaciones para el profesorado universitario ante el espacio europeo de educación superior. Ed. Alianza, Madrid.
- Ballenato, G. (2005). Técnicas de estudio: el aprendizaje activo y positivo. Pirámide.
- Presentación de la Facultat d'Economia (<http://www.uv.es/economia>)
- Página web UVOCUPACIÓ (<https://www.uv.es/uvocupacio>)
- "Ética en las organizaciones. Construyendo confianza". Guillén, Manuel. Prentice-Hall, Pearson. Madrid, 2006 (12ª Reimpresión, 2018).



- Motivación en las organizaciones y sentido del trabajo. Guillén, Manuel. Tirant lo Blanch. Valencia, 2021 (1a edición).