

**COURSE DATA****DATA SUBJECT****Code:** 35884**Name:** Introduction to business management**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1314 - Degree in International Business	Business	BASIC

**COORDINATION**

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**SUMMARY**

Introduction to Business Management is a basic training subject, which is taught in the first semester of the first year of the Bachelor's Degree in International Business. It is attached to the Business Organization Area and consists of a total of 6 ECTS credits.

To meet the demands of the Bachelor's Degree, this course provides students with the basic knowledge necessary to understand the operation of companies and initiate them in their management, and that enables them to take the subjects, both compulsory and optional, of higher courses.

This subject aims to analyse and understand the business reality, taking into account the company from a broad approach, which allows us to conceive it as a technical-economic unit, as a socio-political unit and as a decision-making unit. Thus, the conception of the company as a technical-economic unit is linked to the focus on the company in subjects related to areas such as Economic Analysis, Accounting, Finance or Quantitative Methods (Mathematics and Statistics). The conception of the company as a socio-political unit entails the need to establish mechanisms that facilitate coordination and consensus between the different groups that converge in the company. The conception of the company as a decision-making unit implies the need to direct, plan, organize and control the different people who are part of the company and the activities to be carried out to obtain the objectives that have been established. This conception is more present in subjects in areas such as Business Organization and Marketing and Market Research.

Fundamentals of Business Management constitutes, therefore, the basis of most of the subjects of this degree and, therefore, its contents are essential for the training of a graduate in Business Administration and Management.

The content of the subject is structured in two parts, one related to the fundamentals of the company



(company and entrepreneur, types of companies, company and environment, decision-making and business objectives, evolution and development of the company) and, the other, aimed at the knowledge of the main functions of the same (functional areas and their relationships).

## PREVIOUS KNOWLEDGE

## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

## OTHER REQUIREMENTS

No prior knowledge, other than the degree entry requirements, needs to be accredited to take this course.

## COMPETENCES / LEARNING OUTCOMES

### 1314 - Degree in International Business

Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.

Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.

Aprender las características del espíritu emprendedor.

Be able to generate ideas and detect business opportunities in international markets.

Be able to work in multidisciplinary and intercultural teams.

Conocer las funciones de empresarios y directivos.

Conocer los elementos básicos que conforman el entorno empresarial.

Conocer los instrumentos necesarios para la creación de empresas.

Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.

Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.

Develop the capacity to evaluate and critically analyse international economic phenomena and agents.

Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.

Dominar los conceptos de organización y empresa y conocer las distintas áreas funcionales de la empresa y los distintos tipos de empresa.



Entender porqué existen las empresas y cuál es su relación con la sociedad.

Identificar los rasgos básicos de las distintas opciones de crecimiento de la empresa.

Manage the design, coordination and control mechanisms of the company's international strategy.

Ser capaz de diseñar y jerarquizar objetivos.

Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.

Understand the behaviour of economic agents and their interaction in global markets.

Understand the structure and functioning of companies and organisations operating in an international context.

## DESCRIPTION OF CONTENTS

### Topic 1. FIRMS AND BUSINESS MANAGEMENT

- 1.1. Company: concept and elements
- 1.2. The company as a system
- 1.3. Business management
- 1.4. Organization Classification Criteria

### Topic 2. BUSINESS PERSONS, MANAGEMENT TEAM, AND CORPORATE GOVERNANCE

- 2.1. Concept of Ownership and Management
- 2.2. Management: Roles and Levels
- 2.3. The Management Team
- 2.4. Corporate Governance

### Topic 3. THE BUSINESS ENVIRONMENT

- 3.1. Definition of environment and delimitation of the value system
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environment
- 3.5. Introduction to Corporate Social Responsibility



## Topic 4. FIRMS EVOLUTION AND DEVELOPMENT

- 4.1. Business creation and value proposition.
- 4.2. The business model: concept and components
- 4.3. The life cycle of enterprises: modalities and directions of development, crisis or exit options

## Topic 5. THE MANAGERIAL FUNCTION

- 5.1. Concept of objective and system of objectives: mission, general objectives and operational objectives
- 5.2. Decision-making: process, elements and types
- 5.3. Planning, organization and control
- 5.4. Management and leadership. Ethical and globally responsible leadership

## Topic 6. PRIMARY ACTIVITIES OF VALUE GENERATION AND DELIVERY

- 6.1. Logistics and supply chain management
- 6.2. Operations Management
- 6.3. Commercial and marketing management

## Topic 7. SUPPORT ACTIVITIES FOR THE GENERATION AND DELIVERY OF VALUE

- 7.1. People management
- 7.2. Financial management
- 7.3. Quality and Innovation Management

## WORKLOAD

### PRESENCIAL ACTIVITIES

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

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	0,00
Preparation of lessons	40,00
Preparation for assessment activities	15,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>



## TEACHING METHODOLOGY

Within the teaching-learning process, different methods will be used depending on the competencies that will be worked on each session; by combining lectures with other more participative methods.

Thus, we propose the next combination of teaching methodologies:

**Theory-oriented lectures:** Combination of brainstorming to introduce new contents with master classes. On the one hand by using brainstorming we pretend that students link new knowledge to their previous knowledge, on the other hand using master classes allows us to consolidate the new knowledge. So it facilitates a significant learning experience and gets students a more active role in teaching-learning process, allowing them become more autonomus.

For each unit, teacher will facilitate to students (through website) a schema-guide and the references that will allow them to build their own study materials. Through this procedure we want the students to develop the next generic competencies: critical thinking skill, ability to search and analyze information, self-learning skill and ability to use new information technologies.

**Practice-oriented lectures:** allow students to put into practice the knowledge acquired in lectures, as well as enhancing their ability to teamwork and interpersonal communication. At the same time, these sessions are expected to improve the students' ability to organize and plan their own work. During practice sessions, the case study method will be used. Solving real cases individually and in groups. As well as other methods as: analysis and discussion of recommended readings, the use of videos to introduce some practices, roll-playing to solve any case about making decisions process. Thereby we pretend to develop both, generic and specific competencies linked to the subject: Critical thinking skills; ethical commitment and social responsibility at work, respecting environment, human rights and promoting equality between men and women and Peace culture; ability to search and analyse information; spoken and written communication skills; ability to make decisions by applying the knowledge acquired in the subject; ability to develop work team (including interdisciplinary work); self-learning skills; Ability to use new information technologies; and finally Knowledge and understanding on the firm and its functional organization; its goals and techniques. Understanding the processes of firm's creation and development, as well as the innovation processes in firms.

In order to develop some of the generic and specific competences established above, teamwork will be carried out. Students will analyse and synthesize information from different sources - interviews, database analysis, press articles, direct observation, books, etc. - they will work on written communication - through the presentation of written reports - and oral communication - through the oral presentation of their conclusions using methods and exhibition supports. Likewise, the ability to work cooperatively in a team will be relevant for good performance.

**LANGUAGE:** The subject is taught in each group in the language officially indicated in the Academic Course Offer for that group. Likewise, the exams and materials for the subject will be delivered in that language.

**USE OF ARTIFICIAL INTELLIGENCE.** The use of Artificial Intelligence, and any other similar type of tool, will be permitted to be applied, both to classroom work and to independent work, as long as the student



incorporates a declaration of responsible use into these tasks, indicating, in each case, how it has been used, the source and the parts of the work affected.

## EVALUATION

The evaluation will be carried out on the total contents of the subject. The evaluation must fulfill a summative function -accreditation of the level of training obtained- and a training function -mechanism of feedback that improves the teaching-learning process-. The summative function will be fulfilled with the final evaluation that allows assigning an official grade. The training function will be carried out through continuous evaluation.

Following to article 28 of the Regulations on Language Use of the University of Valencia (ACGUV167/2014, of September 30, modified by ACGUV 146/2023), the statements of the exams and exercises are presented in the language in which the subject is officially offered.

The subject of Introduction to Business Management will be evaluated from the consideration of the following aspects:

### FIRST CALL.

**Synthesis test** (60% of the final grade). The main function of the synthesis test is to evaluate the achievement of the training objectives. This test can combine both multiple choice or written answers. In any case, the questions can refer to both theoretical and practical content. Preferably, questions will be asked in a way that require the student to relate various concepts of the subject in addition to considering its practical application. The exam will be held on the official date that the Faculty of Economics will enable for it within the academic calendar of the course.

**Continuous evaluation** (40% of the final grade). This part will evaluate the evolution of the student in the acquisition of the generic and specific competences mentioned above.

The evaluation will be carried out by preparing and presenting individual and team work, carrying out projects, as well as by participating in face-to-face sessions. Teachers may also take theoretical or theoretical-practical tests, through test questions, development or individual practices periodically throughout the course.

Non-recoverable activities of the continuous evaluation will be considered all those that require teamwork or oral presentations. The weight of these non-recoverable activities will be 50% of the value of the continuous assessment, that is, 20% of the final grade for the course

**Attendance: Following the article 6.9. of the assessment and qualification norms of the University of Valencia**, the practice-oriented lectures are of compulsory attendance. It will be considered that a student has accomplished with this obligation if he/she attends at least 80% of the hours of the practice-oriented lectures and has properly justified the lack of attendance to the rest of the lectures. In the case of not attending 80% of these hours, the grade of the continuous evaluation will be zero in the first call. In



In this case, in the second call you will be able to recover only the part of continuous evaluation that is DRAFT COPY Course Guide 35795 Introduction to business management 35795 Introduction to business management 8 considered recoverable by carrying out an additional trial, while the non-recoverable part will maintain the grade of zero derived from the lack of assistance.

The student's final grade will be the result of the weighted sum of the marks obtained in the synthesis test (60%) and in the continuous evaluation (40%).

To pass the course, the students must (Otherwise, the maximum grade that students can obtain will be 4.00):

- achieve a minimum grade of 3 out of 6 (50%) in the exam.
- achieve a minimum grade of 5 out of 10 in the final qualification (final exam + continuous evaluation).

## SECOND CALL

In the second call:

- all students who attend the second call will take a synthesis test with a value of 6 points.
- students who have obtained a grade lower than 1 out of 2 in the recoverable part of the continuous assessment, may take an additional test to recover said part. The grade obtained in this test WILL REPLACE the grade obtained in their individual grade (recoverable) of the continuous assessment
- the final grade will be the result of the weighted sum of the grades obtained in the synthesis test (60%), the additional test or the individual grade (recoverable) of the continuous assessment (20%) and the grade that the student obtained in the non-recoverable activities (20%).
- It should be noted that if the continuous assessment had a grade of zero points in the first call due to lack of attendance, the student may recover the individual part (20%) through a supplementary test, but the penalty for the non-recoverable part will be maintained in the second call.

The conditions to pass the course on second call are:

- achieve a minimum grade of 3 out of 6 (50%) in the synthesis test.
- achieve a minimum grade of 5 out of 10 in the final qualification (final exam + continuous evaluation).

The normative of the University of Valencia about evaluation and qualification can be found here (in valencian): [https://www.uv.es/graus/normatives/2017\\_108\\_Reglament\\_avaluacio\\_qualificacio.pdf](https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf)



## REFERENCES

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- Lloria, M.B. y Mohedano-Suanes, A. (2017): Introducción a la dirección de empresas. Casos prácticos. Ed. Pearson. Madrid. [Biblioteca UV: Disponible online - Library UV: Available online]
- Los profesores podrán recomendar referencias complementarias durante el curso.
- Boddy, David. (2017) Management; An introduction. 7 Ed. Pearson Education Limited. [Biblioteca UV: Disponible online - Library UV: Available online]