

**COURSE DATA****DATA SUBJECT****Code:** 36524**Name:** Business Management Skills**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	4	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Habilidades Directivas	ELECTIVES

**COORDINATION**

CRUZ ROS SONIA

**SUMMARY**

The Management Skills course aims to transmit and promote basic skills and abilities to improve interaction with other people, whether they are members of a work team, clients, suppliers, etc. Thus, negotiation strategies and techniques, public speaking, leadership and motivation, among other aspects, are known. The main objective of this course is to improve management and interpersonal skills, on which much of the success of managers and directors of organizations today is based. It is a specific subject on the development of management skills and management of work teams, which includes: management skills (management functions, perception of change, decision-making, time management, delegation, etc.); and management and interpersonal skills (leadership, motivation, teamwork, communication and meeting management, conflict management, negotiation, etc.)

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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

**OTHER REQUIREMENTS**



In relation to other subjects of the same degree, no enrollment restrictions or any type of prior knowledge are specified.

## **COMPETENCES / LEARNING OUTCOMES**

### **1332 - Degree in Business Intelligence and Analytics**

Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

Be able to plan, organise, monitor and evaluate the implementation of business strategies.

Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

## **DESCRIPTION OF CONTENTS**

### **1. Introduction to managerial skills**

1. Management skills
2. Importance of studying and developing management skills

### **2. Personal efficacy**

1. Development and personal growth
2. Personal efficacy. Personal improvement techniques.
3. Emotional intelligence.

### **3. Time management and stress management.**

1. Time management
2. The importance of delegation
3. Stress management

1. Creativity and the creative process
2. Innovation. Types of innovation



## 4. Creativity and innovation

1. Creativity and the creative process
3. The entrepreneurial attitude

## 5. Leadership

1. Manage and lead.
2. Leadership styles
3. Leadership in the 21st century

## 6. Motivation

1. Motivation at work
2. Theories of motivation
3. Motivation techniques and job satisfaction

## 7. Team management

1. Teamwork
2. The formation of the teams
3. The roles in the teamwork

## 8. Negotiation and conflict

1. The conflict and its typology
2. Conflict management
3. The negotiation

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Computer classroom practice	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	40,00
Independent study and work	30,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	20,00
<b>Total hours</b>	<b>90,00</b>

## TEACHING METHODOLOGY

Theoretical classes with content explanation

Discussion of studied topics encouraging participation

Resolution of case studies and exercises in class

Teamwork

## EVALUATION

The subject of Management Skills will be evaluated based on the consideration of the following aspects:

- Theory - Synthesis test (60% of the final grade). The main function of the synthesis tests (examination) is to evaluate the achievement of the training objectives. The written tests can combine both objective tests (test) and restricted essay tests. In any case, the questions can refer to both theoretical and practical content. Preferably, questions will be formulated that require the student to relate various concepts of the subject studied with the practical application. The exam will be held on the official date that the Faculty of Economics enables for it within the academic calendar of the course. It will be necessary to obtain five points out of ten in the written test to be able to add the continuous evaluation of practices that follows.
- Practices- Continuous evaluation (40% of the final grade). In this part, the evolution of the student in his acquisition of the specific skills or competences, the generic competences and social skills proposed in this teaching program will be assessed. Throughout the course, the teacher will ask the students to submit practical cases and/or carry out exercises to evaluate them, which will be carried out individually and/or in groups. During the module, activities and dynamics will be carried out that aim to establish in a pragmatic and, at the same time, fun way, the principles of the process of acquiring management skills and team management. The different tests, dynamics and games to be carried out try to eliminate attitudinal and behavioral barriers and make the student reflect on their possibilities as a future manager and on the shortcomings that, through the game, are perceived in a less traumatic way; but that help to understand the path to follow to improve the evolution and improvement of social and work skills.

The student's final grade will be the result of the weighted sum of the marks obtained in the synthesis exam and in the continuous evaluation, provided that at least 50% of the synthesis exam score (theory) is achieved.



Class attendance in practical sessions will be mandatory and 3 unjustified absences will mean the cancellation of the continuous evaluation and your score will be set at 0 points. Absences due to illness, attendance at exams or force majeure may be documented to the teacher within 15 days after the absence. Students who at the beginning of the course anticipate a difficulty in attending the practical sessions regularly will have to contact the teacher within 15 days from the beginning of the course to find a possible solution. In the event that the difficulty or impossibility of attending class occurs once the course has begun, students must notify the teacher as soon as possible.

## SECOND CALL

When the student fails in the first call, he must take in the second call and on the date that the center establishes, a synthesis test with the same characteristics as those of the first. In this call the notes of the activities of the continuous evaluation will be kept. If a student fails on the second call, no grade is saved for the following course.

## REFERENCES

- Aguirre, M.A. (2018). *Dirigir y Motivar Equipos*. Pirámide
- Whetten, D. y Cameron, K (2016): *Desarrollo de Habilidades Directivas*. Ed. Pearson
- Madrigal, B (2017): *Habilidades Directivas*. Ed. McGraw-Hill - González, P, Llinares, L. y Zurriaga, R. (2012): *Gestión positiva del conflicto organizacional*. Ed. Síntesis
- Puchol, L. y Puchol, I (2016): *El libro de las habilidades directivas*. Ed. Díaz de Santos
- Ríos, I. (2018). *Equipos motivados, equipos productivos*. Ed. Tébar Flores.
- Roger, A. y Vinot, D. (2019) *Skills Management. New applications, new questions*. Wiley, USA