

Academic Year/course: 2022/23

## 29509 - Business Organization and Management

### Syllabus Information

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**Academic Year:** 2022/23

**Subject:** 29509 - Business Organization and Management

**Faculty / School:** 175 - Escuela Universitaria Politécnica de La Almunia

**Degree:** 625 - Bachelor's Degree in Industrial Processes' Data Engineering

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject Type:** Basic Education

**Module:**

## 1. General information

### 1.1. Aims of the course

The course has the following objectives:

- The understanding of the economic phenomena and the business world
- The knowledge of an economic and business glossary
- The knowledge of the structure and the functional areas of the company
- Explain the company's relations with its environment
- Analyse the company's economic and financial activity

These approaches and objectives are in line with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/>), in such a way that the acquisition of the course learning outcomes provides training and competence to contribute to their achievement to some degree:

#### **Goal 4: Quality Education**

**4.3** By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

**4.4** By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

### 1.2. Context and importance of this course in the degree

The course of Business Organisation and Management is part of the Bachelor's Degree in Data Engineering in Industrial Processes. It is in the first semester of the first year course and it is classified as Basic Education, with a teaching load of 6 ECTS credits.

The course aims to provide students with an understanding of how the company works, highlighting the connections between all its parts and with the environment.

### 1.3. Recommendations to take this course

No prerequisites are required to take this course.

## 2. Learning goals

### 2.1. Competences

BASIC AND GENERAL COMPETENCES

CG02 - Efficiently solve basic problems related to production processes in industry.

CB3 - That students have the ability to gather and interpret relevant data (normally within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to transmit information, ideas, problems and solutions to both specialist and non-specialist audiences.

## TRANSVERSAL COMPETENCES

CT04 - Develop critical thinking and reasoning.

CT08 - Demonstrate sensitivity to ethical, social and environmental issues.

CT09 - Leadership and creativity.

CT11 - Planning and managing time, material and human resources.

## SPECIFIC COMPETENCES

CE05 - Identify the functional areas of the company and its environment.

CE06 - Make reasoned decisions for the correct organisation and administration of the company.

## 2.2. Learning goals

- Evaluates investment projects from an economic approach
- Identifies the business financial sources
- Analyses the company from an economic and financial point of view
- Identifies the marketing function of the company and knows key aspects of the market
- Analyses the competitive forces that condition the environment
- Recognises the strategic process as a competitiveness tool

## 2.3. Importance of learning goals

The student must understand the internal workings of companies, understand the decisions taken in them and the relationships that exist with the environment in order to be able to carry out his/her professional work properly. Understanding the economic and business reality allows the student to function more efficiently and make decisions that are better suited to their needs at any given moment.

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that he/she has achieved the expected learning outcomes through the following assessment task.

#### **Continuous Assessment System:**

Following the spirit of Bologna, regarding the degree of involvement and continuous work of the student throughout the course, the assessment of the subject considers the continuous assessment system as the most appropriate to be in line with the guidelines set by the new framework from the EHEA. In order to opt for the continuous assessment system, it will be necessary to attend at least 80% of the classroom or virtual activities: lecture/theory session, practice session, field work, conferences...

Continuous Assessment involves taking two exams throughout the course, each of them with a weighting of 50% for the resolution of questions related to the contents seen in the course.

In order to pass the subject through Continuous Assessment it is necessary to obtain an average mark equal to or higher than 5 between the two exams, as well as a mark higher than 4 in each of the exams separately.

#### **Global Assessment System:**

The student can choose the possibility of being assessed through a Global Assessment System, as opposed to the Continuous Assessment System mentioned above, in the manner and within the period considered by the centre.

The Global Assessment will consist of a single global exam with which 100% of the student's grade will be assessed. This final exam will collect the content of all the subject treated throughout the course, through theoretical and practical questions of the same typology and maintaining the same criteria for its correction as those indicated for the Continuous Assessment System.

For the dates of the aforementioned final exam, I refer to the EUPLA website, <http://www.eupla.unizar.es>

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The methodology followed in this course is based on a strong teacher/student interaction. This interaction is brought into being through a division of work and responsibilities between the students and the teacher. In order to achieve the learning objectives, there will be different types of activities:

- Lectures: Theoretical and/or practical activities given in a fundamentally expository way by the teacher
- Practice sessions: Theoretical discussion activities or preferably practical ones carried out in the classroom and which require a high level of student participation
- Tutorials (individual or group): Activities to monitor learning and to solve doubts

The approach, methodology and assessment of this guide are intended to be the same for any teaching scenarios. They will be adapted to the social-health situation at any particular time, as well as to the instructions given by the authorities concerned.

## 4.2. Learning tasks

**The programme offered to the student to help him/her achieve the expected results includes the following activities:**

- Face-to-face activities:

1. Theoretical-practical classes (60 hours - 2,4 ECTS): Theoretical concepts of the subject will be explained and examples and practical exercises will be developed by the teacher and students

- Non-face-to-face activities:

1. Tutored work (10 hours - 0,4 ECTS): Focused on the completion of work/projects, either individually or in small groups
2. Problems, questionnaires and debates (10 hours - 0,4 ECTS): Focused on problems and preparation of debates to be developed in class
3. Tutorials (10 hours - 0.4 ECTS): These may be face-to-face or virtual
4. Autonomous work (60 hours - 2,4 ECTS): Focused on the study of the contents of the course

## 4.3. Syllabus

Block I - Introduction to economics and business  
 Block II - Business management and organisation  
 Block III - Marketing  
 Block IV - The economic-financial function  
 Block V - Introduction to the production function

## 4.4. Course planning and calendar

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the semester, in other words, 10 hours per week for 15 teaching weeks.

The summary of the temporary distribution of activities course would be as follows:

- Theoretical-practical classes: 60 hours
- Tutored work: 10 hours
- Problems, questionnaires and debates: 10 hours
- Tutorials: 10 hours
- Autonomous work: 60 hours

The monitoring of the course will be completed with the use of the Moodle virtual platform.

The weekly schedule of the subject will be published at <http://www.eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

The dates of the global assessment (official calls) will be published at <http://www.eupla.unizar.es/asuntos-academicos/examenes>

The temporal concretion of the evaluation exams throughout the course, will be informed with sufficient time margin.

## 4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=29509>