

27352 - Integrated Management and Value Creation

Syllabus Information

Academic year: 2023/24

Subject: 27352 - Integrated Management and Value Creation

Faculty / School: 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

Degree: 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

ECTS: 6.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

The course has an applied character. Its objective is to generate professional situations in the field of the firm's management and organizations, by introducing some complex management techniques and linking with each of the functional areas that structure the business activity. In practice sessions a virtual company is managed with the business game methodology. The content of this subject is of interest to the student as it offers a vision of the company from a global perspective that gives rise to the integration of knowledge of all the subjects that give own content to each of the areas of the company. In the development of the topics are introducing continuously, as stimulus to professional management, aspects of the SDGs affecting business activity, in particular the 4-Quality education, 5-Gender equality, 7-Affordable and non-polluting energy, 9-Industry, innovation and infrastructure, 12-responsible production and consumption, and 13-climate action.

2. Learning results

- Understands the process of management of the company at a global level and the generation of value of each of the strategies.
- Knows, understands and integrates the basic and advanced concepts around the management and management of the company and its functional areas, the process of generating value in the field of companies and organizations.
- Applies techniques and models for problem solving in the management area of the company, identifying the relevant strategies and variables.
- Identifies and describes the scope of the different management functions in the company at the professional and application level to the specific case of the company it manages.
- Known and integrate the key elements of the decision-making process.

3. Syllabus

Topic 1. Strategic integration

Topic 2. Strategy, performance and value

Topic 3. Supervision of the Strategy

Topic 4. Integrated planning

Topic 5. Decision, strategy and value

4. Academic activities

Lectures (30 h)

Practice sessions (30 h)

Personal work and tutorials. (88 h)

Exam (2h)

6 ECTS = 150 hours

In principle, the teaching delivery methodology is expected to pivot around face-to-face classes. However, if necessary for health reasons, the face-to-face classes may be taught semi-face-to-face or online.

5. Assessment system

In the first call there are two evaluation systems:

1. Continuous Evaluation: through the management results of each company according to the objectives set by the company, in addition to the evaluations of the shareholder meetings and the final management report.

2. Global Test: It consists of a written test

In the second call, global test.

Valuation criteria

The continuous evaluation will be obtained by adding the grade obtained in each of the following activities:

1. Valuation of the results according to the objectives achieved by each company (up to 6 points).
2. Exposure to management shareholder meetings and results achieved (up to 2 points).
3. Management memory that will be mandatory delivery for all companies (up to 2 points).

The student who does not choose the continuous evaluation or who does not pass the subject by continuous evaluation or who wants to improve his grade, will have the right to take a global test (in first or second call), prevailing, in any case, the best of the qualifications obtained. The overall test will consist of a theoretical-practical examination, in the places, dates and time limit previously established. Such examination shall consist of two parts, theoretical and practical, where the theoretical and practical part will have the same assessment (5 in each case)..