

30621 - Business Management I

Syllabus Information

Academic year: 2023/24

Subject: 30621 - Business Management I

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 432 - Joint Law - Business Administration and Management Programme

ECTS: 6.0

Year: 4

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The main goal of this subject is for the student to learn how to carry out strategic marketing planning, the achievement of customer satisfaction and loyalty to the organization through quality, service and value delivery.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 4 and 8. *Goal 4: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all*. *Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all.*

2. Learning results

By taking and passing the subject, the students:

- Be capable of developing the planning of an organization, from a strategic perspective
- Be able to identify, analyze and evaluate information from an organization's business environment
- Be able to identify the potential market of a company
- Be able to solve problems on demand estimation for a company
- Be able to identify key business strategies for organizational success

3. Syllabus

Unit 1.- The current role of marketing management

Unit 2.- Strategic customer relationship management

Unit 3.- The marketing environment in the company

Unit 4.- The strategic marketing planning process

Unit 5.- Basic concepts of demand

4. Academic activities

Master classes: 30 hours

Practical classes: 30 hours

Personal Study: 87.5 hours

Assessment tests. 2.5 h. (exam in official call)

6 ECTS = 150 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be assessed by means of a global assessment in the first and second summons.

Global Assessment

It consists of the following activities:

- A **written** test on all theoretical and practical aspects of the subject. This activity will account for 70% of the student's final grade in the subject. It will consist of development questions, resolution of practical cases, exercises and/or multiple-choice questions.

- **Practical activities:** will consist of a group work to be developed throughout the course, and small individual or group work that may be proposed depending on the time available in class. These activities will account for the remaining 30% of the final grade.

Students who have completed the 'Practical Activities' may choose, both in the first and in the second call, to keep the grade obtained in this activity or to waive this grade. In case of waiving or not having performed these practical activities, the student will take the same test (valued at 7 points) plus a series of additional questions of type development questions, resolution of practical cases and/or exercises and/or multiple-choice questions (valued at 3 points).

A grade of at least **5 points** is required to pass the subject.