

## 26936 - Business and Project Management

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 26936 - Business and Project Management

**Faculty / School:** 100 - Facultad de Ciencias

**Degree:** 447 - Degree in Physics

**ECTS:** 5.0

**Year:**

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

The purpose of the course is to provide students with a global perspective of the business world they will face in their professional career. It is approached from various angles: starting from the perspective of how businesses operate for those interested in working in large organizations, to the viewpoint of starting a business for entrepreneurial students who seek a professional career on their own. This includes understanding the functions of the different areas of organizations, the importance of each one, and the interrelationships among them. The course has a practical, dynamic, and participatory approach, proposing trends, business and marketing strategies, new business ideas, and the company's position in the market.

### 2. Learning results

- Identify the most relevant contributions of Organization Theory and Marketing Theory. Know the strategic relevance of the managerial functions in each of the functions of the organization.
- Differentiate the diversity of business and organizational functions, as well as the special characteristics of managerial work
- Know the logical process of planning, design of organization charts and assignment of functions.
- Be able to use and interpret information, make diagnoses and provide proposals for organizational improvement, both from the point of view of Organization Theory and Marketing Theory.
- Know the elaboration and design of generic strategies.
- Be able to develop an internal and external diagnosis of the organization, perform a general analysis and propose solutions to organizational problems.
- Know the basic processes related to entrepreneurship and be able to implement them.

### 3. Syllabus

TOPIC 1.- COMPANY AND ENVIRONMENT.

TOPIC 2.- THE MANAGERIAL PROCESS. THE PLANNING PROCESS AND THE CONTROL PROCESS.

TOPIC 3.- THE PRODUCTION PROCESS.

TOPIC 4.- THE FINANCING PROCESS.

TOPIC 5.- THE ORGANIZATIONAL STRUCTURE OF THE COMPANY.

TOPIC 6.- THE PHILOSOPHY AND PRACTICE OF MARKETING IN THE COMPANY.

TOPIC 7.- THE PRODUCT DECISION PROCESS.

TOPIC 8.- THE PRICE DECISION PROCESS.

TOPIC 9.- THE DISTRIBUTION DECISION PROCESS.

TOPIC 10.- THE COMMUNICATION DECISION PROCESS.

### 4. Academic activities

The subject is structured in theoretical classes (lectures with active student participation) and practical classes (case studies, exercises, reading comments and team work). The calendar detailing each activity will be made available to students at the beginning of the term. The 150 hours of student work are structured as follows:

**Work with the student (65 hours):**

- Expository classes: 30 hours.
- Cases and exercises: 15 hours.
- Practical work: 15 hours.
- Knowledge tests: 5 hours.

**Study and work of the student (85 hours):**

- Autonomous work: 60 hours (for the calculation it is estimated 1 hour of study for each hour of theoretical class and two hours of study for each hour of practical class).
- Teamwork: 25 hours.

## 5. Assessment system

The subject is taught by two areas of knowledge, with fifty percent of the contents assigned to each of them: Marketing and Market Research and Business Management and Organization. Each one of these parts will be subject to a specific exam that will account to the final grade in proportion to the number of credits.

**Continuous evaluation**

This will be conducted through participation in different educational activities that contribute to achieving the expected learning outcomes. Participation in these activities is mandatory, and it is necessary to score at least 4 out of 10 points in each of the activities that compose it.

Activities

Continuous learning .....20 % of total.

Various practical questions, readings or current materials will be posed and must be solved by the student in class.

Supervised work in teams.....50% of the total.

The student will have to solve, as part of a team, a project throughout the subject, creating a small business project (organizational model, financing, marketing strategies, communication, advertising...).

Theoretical practical exam.....30% of the total

Questions on topics taught in the subject that can be in the form of short development questions or multiple-choice questions.

Within the framework of continuous assessment, to pass the course it is necessary that the sum of the grades obtained in the different evaluative activities reaches or exceeds 5 out of 10 points. A minimum of 4 points out of 10 in each of the evaluated parts is required to consider the subject passed. If the minimum required grade in the continuous assessment activities, including the midterm exam which represents 30% of the final grade, is not reached, the student must sit for the official extraordinary call, where a comprehensive exam assessed out of 10 points that covers the entire content of the course will be conducted.

**Single or global test**

This will take place during the official calls. It will consist of a written theoretical-practical test in which the achievement of the learning outcomes indicated above will be assessed. It will be conducted at the end of the course and will be individual in nature. It will consist of questions aimed at assessing the degree of assimilation of the key concepts of the course. It is important to note that students have the option to choose between continuous assessment and comprehensive evaluation, keeping the best grade of the two obtained. In the case of a single or comprehensive exam, to pass the course a minimum of 5 points out of 10 is required.

## 6. Sustainable Development Goals

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure