

## 27600 - Essences of Management

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 27600 - Essences of Management

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The subject has a basic and introductory character. Its goal is to analyze the company as a whole and identify its relationships with the environment in order to subsequently introduce some elementary management techniques in relation to each of the functional areas that structure the company's activity.

All the contents of the course are developed with a markedly practical orientation, promoting student participation and classroom debate and debate in the classroom.

These approaches and goals are aligned with some of 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 the following goals:

Goal 4: Quality Education. Goal 4.3.

Goal 8: Decent Work and Economic Growth Goal 8.2. Goal 8.3.

### 2. Learning results

The student, passing this subject, achieves the following results:

1. It is able to explain the meaning and reason for the company's existence.
2. Knows how to define the basic concepts related to the administration and general management of the company and its functional areas, especially those related to the management of the company and analysis of the environment and the management of physical, technical, financial and human resources.
3. Use simple techniques and models to solve problems in the areas of production, financing and human resources, identifying the relevant variables.
4. Identifies and describes the basic characteristics and scope of the different managerial functions in the company: planning, organization, direction and control.
5. Differentiate and explain the key elements of the decision making process.
6. Employs time management and organizational skills in problem solving and decision making.
7. Is able to argue and exemplify their ethical commitment and respect for rights and values in the application of techniques and tools.
8. Differentiates and employs communication skills in solving business problems.

### 3. Syllabus

#### UNIT 1.- THE COMPANY. CONCEPT AND THEORY

1.1.- The company as an economic agent

1.2.- The company in theory

1.3.- Company model. Resources and the company

1.4.- Types of companies

#### UNIT 2.- THE COMPANY AND THE ENVIRONMENT

2.1.- Introduction

2.2.- Analysis of the general environment

2.3.- Analysis of the specific environment

2.4.- Market study

### UNIT 3.- MANAGEMENT OF PHYSICAL, TECHNICAL AND TECHNICAL RESOURCES

3.1.- Introduction

3.2.- Types of production processes

3.3.- Revenue and cost structure

3.4.- Location and distribution of plants

3.5.- Project planning, scheduling and control

3.6.- Procurement management

### UNIT 4.- MANAGEMENT OF FINANCIAL RESOURCES IN THE COMPANY

4.1.- Introduction

4.2.- Financial markets and the company

4.3.- Direction of investment resources

4.4.- Direction of financing resources

### UNIT 5.- MANAGEMENT PROCESS

5.1.- The entrepreneur: approach and concept

5.2.- The management process

5.3.- Decision-making in the managerial process

5.4.- Human resources management

5.5.- Human resources practices and policies

## 4. Academic activities

Master classes: 30 hours

Practical classes: 30 hours

Personal Study: 88 hours

Assessment tests. 2h

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 evaluated through a global system in both sessions. This system is composed of the following evaluation activities:

- Submission of individual exercises using the MultiEval application at the end of topics 3 and 4. The maximum total value of the deliverables is 2 points (1 point each delivery).

- Active participation in classes through activities proposed by the teacher in the classroom. The maximum total value of these activities will be 1 point.

- Global test (maximum score 10 points): exam to be held on the dates indicated in the calendar approved by the center and which will contain theoretical issues (4 points through 20 multiple-choice questions) and practical issues (6 points through numerical problems). It is required to obtain at least 1/3 of the score of each of the parts of the test (theory and practical).

The final grade for both exams will be the higher of the two grades:

100% of the grade obtained in the global test (out of 10 points).

70% of the grade obtained in the global test (out of 10 points), plus the grade of the MultiEvals exercises (maximum 2 points), plus the grade obtained with the active participation in the classes (maximum 1 point).

If the minimum of 1/3 of the marks for each of the parts of the test is not reached, the mark obtained in the MultiEvals exercises or in the class activities will not be taken into account as part of the overall mark for the subject and in no case will this overall mark be higher than 4.9. cases.

## 6. Sustainable Development Goals

4 - Quality Education

8 - Decent Work and Economic Growth