

## 30644 - Integrated Management and Value Creation

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 30644 - Integrated Management and Value Creation

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

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

**ECTS:** 6.0

**Year:** 5

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

The subject has an applied character. Its goal is to generate professional situations in the field of management of companies and organizations, introducing some complex management techniques and linking them to each of the functional areas that structure the company's activity. The practical classes develop the professional management of virtual company in competition with 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 viewpoint that gives rise to the integration of the knowledge of all the subjects that give content to each of the areas of the company.

In the development of the themes, the aspects of the SDGs that affect business activity are continuously introduced as stimuli for professional management, specifically 4-Quality education, 5-Gender equality, 7- Affordable and clean energy, 9-Industry, innovation and infrastructure, 12-Responsible production and consumption, and 13- Climate action.

### 2. Learning results

Understand the management process of the company at a global level and the generation of value from each of the strategies.

Know, understand and integrate the basic and advanced concepts related to the administration and management of the company and its functional areas, and the process of generating value in companies and organizations.

Apply techniques and models for problem solving in the management area of the company, identifying relevant strategies and variables.

Identify and describe the scope of the different managerial functions in the company at a professional level and their application to the specific case of the company they manages.

Know and integrate the key elements of the decision making process.

### 3. Syllabus

Unit 1: Strategy integration

Unit 2: Strategy, results and value

Unit 3: Strategy monitoring

Unit 4: Integrated planning

Unit 5: Decision, strategy and value

### 4. Academic activities

#### Face-to-face activities

Theoretical classes (30 hours)

Practical classes (30 hours)

#### Non-face-to-face activities

Group and personal work, tutorials (88 hours)

Assessment Tests (2hours)

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

In the **first call** there are two assessment systems:

1. Continuous assessment: through the management of each company according to the objectives set by the company itself, in addition to the assessments of the shareholders' meetings and the final management report.
2. Global test: It consists of a written test.

In **second call**, global test

**Assessment criteria:**

In continuous assessment by adding the grade obtained in each of the following activities:

1. Assessment of the results according to the objectives achieved by each company (up to 6 points).
2. Presentation of management and results achieved at shareholders' meetings (up to 2 points)
3. Management report, which will be mandatory for all companies (up to 2 points)

Students who do not opt for continuous assessment or who do not pass the subject by continuous assessment or who want to improve their grade, will have the right to take a global test (in first or second call), prevailing, in any case, the best of the grades obtained. The global test will consist of a theoretical-practical exam, at the previously established locations, dates and time limit. This test will consist of two parts, theoretical and practical, where the theoretical and practical part will have identical valuation (5 in each case).

## **6. Sustainable Development Goals**

8 - Decent Work and Economic Growth