801904 - OAE - Business Organization & Management

Coordinating unit: 801 - EUNCET - Euncet University Business School
Teaching unit: 801 - EUNCET - Euncet University Business School
Academic year: 2014
ECTS credits: 6

Degree competences to which the subject contributes

Specific:
1. Being able to identify the basic elements needed for a good business organization.
2. Being able to distinguish the roles of a company executive and the different roles of the different management levels.
3. Being able to analyze the different business environments and their effect on the enterprises.
4. Being able to conduct a SWOT analysis of a company.
5. Being able to identify the different strategies that a company can carry out.
6. Being able to recognize the factors which may have an effect on the organization design.
7. Being able to identify the roles of the human resources management.
8. Being able to analyze the financial objective of the company and to understand the financial decisions of a company.
9. Being able to recognize the concepts of economic-financial balance of a company.
10. Being able to calculate the maturity periods of a company and understand the concept of activity cycle.
11. Being able to identify the fundamental variables that define the investment plan.
12. Being able to apply the different criteria of investment selection either static or dynamic.
13. Being able to recognize and calculate the cost of the investment financing.

Teaching methodology

The course will be based on a part of the content explained in class, reading of the support material, research of information, and the students' individual work by means of different tools or activities, which will allow that students develop both their comprehension capacity and analytic thinking ability.

Learning objectives of the subject

- Being able to identify the basic elements needed for a good business organization.
- Being able to distinguish the roles of a company executive and the different roles of the different management levels.
- Being able to analyze the different business environments and their effect on the enterprises.
- Being able to conduct a SWOT analysis of a company.
- Being able to identify the different strategies that a company can carry out.
- Being able to recognize the factors which may have an effect on the organization design.
- Being able to identify the roles of the human resources management.
- Being able to analyze the financial objective of the company and to understand the financial decisions of a company.
- Being able to recognize the concepts of economic-financial balance of a company.
- Being able to calculate the maturity periods of a company and understand the concept of activity cycle.
- Being able to identify the fundamental variables that define the investment plan.
- Being able to apply the different criteria of investment selection either static or dynamic.
- Being able to recognize and calculate the cost of the investment financing.

Coordinator: Dra. CRISTINA CÁLIZ RIVERA

Teaching languages: Catalan
- Being able to recognize the decisions of the operations manager.
- Being able to classify quality management according to the different approaches and apply it.

### Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 0h 0.00%</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 56h 37.33%</td>
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<tr>
<td></td>
<td>Hours small group: 0h 0.00%</td>
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<td></td>
<td>Guided activities: 0h 0.00%</td>
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<tr>
<td></td>
<td>Self study: 94h 62.67%</td>
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# Content

## Chapter 1. Business and Business Owner

**Learning time:** 25h  
Practical classes: 8h  
Guided activities: 6h  
Self study: 11h

### Description:
- Business as an Organization  
- Business as a System  
- Types of Business  
- Business Owner  
- Business and the Economic System  
- Business Responsibilities and Social Orientation  
- Theories about Business

### Related activities:
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

## Chapter 2. Management, Strategy and Growth

**Learning time:** 12h 30m  
Practical classes: 4h  
Guided activities: 3h  
Self study: 5h 30m

### Description:
- The Concept of management  
- The Levels of management  
- Functions of management  
- The Function of planning  
- The Function of organizing  
- The Function of management or administration itself  
- The Function of control  
- Type and disadvantages of control  
- Strategy  
- The SWOT Analysis  
- Analysis of the business environment  
- Strategy formulation  
- Growth strategies

### Related activities:
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.
# Chapter 3. Communication and Organization Structures

**Description:**
1. Concepts
2. Main Mechanisms of Coordination
3. Departmentalization and Organization charts
4. Authority and Responsibility
5. The Limits of Management or limits of Control
6. Centralization and Decentralization
7. Empowerment
8. Types of Organizational Structures
9. Organizational Design
10. Information and Management
11. Communication
12. The Revolution in Information Technology

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

**Learning time:** 12h 30m
- Practical classes: 4h
- Guided activities: 3h
- Self study: 5h 30m
## Chapter 4. Organizational Behavior and Human Resources Management

<table>
<thead>
<tr>
<th>Description:</th>
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<tbody>
<tr>
<td>1. Human Resources Management: Concepts and Objectives</td>
</tr>
<tr>
<td>2. Human Resources Planning</td>
</tr>
<tr>
<td>3. Human Resources Management by Competences</td>
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<tr>
<td>4. Workplace analysis</td>
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<tr>
<td>5. Recruitment and Selection</td>
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<tr>
<td>6. Orientation, Training and Development</td>
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<tr>
<td>7. Job Appraisal</td>
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<tr>
<td>8. Remuneration and Promotion</td>
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<tr>
<td>9. Employees’ Motivation</td>
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<tr>
<td>10. Management and Motivation</td>
</tr>
<tr>
<td>11. Leadership</td>
</tr>
<tr>
<td>12. Corporate Culture</td>
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</tbody>
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<table>
<thead>
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<th>Related activities:</th>
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<tbody>
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<td>The related activities are detailed in the &quot;schedule of activities&quot; published in the Athena platform for students to consult.</td>
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<table>
<thead>
<tr>
<th>Learning time: 37h 30m</th>
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<tbody>
<tr>
<td>Practical classes: 12h</td>
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<tr>
<td>Guided activities: 9h</td>
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<tr>
<td>Self study : 16h 30m</td>
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# Chapter 5. Financial Elements

**Learning time:** 37h 30m  
Practical classes: 12h  
Guided activities: 9h  
Self study: 16h 30m

**Description:**
1. Basic Concepts  
1.1 Accounting Documents  
1.2 Balance  
1.3 Economic and Financial Structure of business  
1.4 Assets  
1.5 Inventory Status  
1.6 Own Resources  
1.7 Financial Objective of Business  
1.8 The Financial Decision Making Process: Profit and Profitability  
1.9 The Profitability Measurement  
1.10 The Economic and Financial Balance in Business and the working capital

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

# Chapter 6. Investment and its selection, Investment Profitability and the Funding sources and their selection

**Learning time:** 12h 30m  
Practical classes: 4h  
Guided activities: 3h  
Self study: 5h 30m

**Description:**
1. Basic Concepts  
1.1 Concept and Type of Investment  
1.2 Fundamental Variables that define an Investment Plan  
2. The Effect of Risk and Inflation on Business: Required Profitability  
3. Static Methods of Investment Selection  
4. Dynamic Methods of Investment Selection  
5. NPV (Net Present Value) and IRR (Internal Rate of Return) in Some Special Cases  

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.
Chapter 7. The Production Function

<table>
<thead>
<tr>
<th>Learning time: 12h 30m</th>
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<tbody>
<tr>
<td>Practical classes: 4h</td>
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<tr>
<td>Guided activities: 3h</td>
</tr>
<tr>
<td>Self study: 5h 30m</td>
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Description:
1. Concept and Objectives of Operation Management
2. Design and Development of Products
3. Selection and Design of the Process and the Technology
4. Long-Term Planning of Capability
5. Location of Facilities
6. The Importance of Human Resources Management in Operation Management
7. Quality Management

Related activities:
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

Qualification system

Final exam (60%)
Continuous assessment (40%)

The final grade for the course (FQ) is calculated from the following formula:

FQ Mark = 60% Final Exam + Continuous assessment mark 40%

Minimum mark Final Exam 40 points out of 100

The course is passed with a FQ equal or above 50 out of 100

Generic skills are evaluated from the activities undertaken throughout the course and are considered passed if the student gets a score equal to or higher than 3 on the assessment rubric.

Regulations for carrying out activities

A minimum mark of 40 out of 100 is required in the final exam to be able to average with the coursework mark, otherwise the final course mark will be a fail.

Bibliography

Basic: