



UNIVERSIDAD  
DE MURCIA

## 1. Identification

### 1.1. About the course

|                        |                                                                                                                                                                                                                          |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Academic Term          | 2024/2025                                                                                                                                                                                                                |
| Degree                 | GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS,<br><br>PROGRAMA ACADÉMICO DE SIMULTANEIDAD DE DOBLE<br>TITULACIÓN CON ITINERARIO ESPECÍFICO DE GRADO EN<br>ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS Y GRADO EN<br>DERECHO |
| Course                 | ADMINISTRACIÓN DE EMPRESAS                                                                                                                                                                                               |
| Code                   | 2345                                                                                                                                                                                                                     |
| Year                   | PRIMERO PRIMERO                                                                                                                                                                                                          |
| Course type            | FORMACIÓN BÁSICA                                                                                                                                                                                                         |
| Number of groups       | 7                                                                                                                                                                                                                        |
| ECTS                   | 6.0                                                                                                                                                                                                                      |
| Estimation of workload | 150.0 150.0                                                                                                                                                                                                              |
| Timeline               | 1º Cuatrimestre 2º Cuatrimestre                                                                                                                                                                                          |
| Languages              | Spanish, English                                                                                                                                                                                                         |

### 1.2. Teaching staff

**PAÑOS ALVAREZ, ANTONIO**

Professor: GRUPO 1, GRUPO 3, GRUPO ITINERARIO

Group coordination: GRUPO 1, GRUPO ITINERARIO

Course coordinator

**Category**

PROFESORES TITULARES DE UNIVERSIDAD

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**[apalvar@um.es](mailto:apalvar@um.es) [apalvar.um.es](http://apalvar.um.es) Online tutoring sessions: **Sí****Phone number and office hours**

| Duration: | Day:   | Hours:      | Place:                                    |
|-----------|--------|-------------|-------------------------------------------|
| A         | Jueves | 10:30-13:30 | 868887237, Facultad de Economía y Empresa |

**Remarks:**

Despacho D3/10 Para el caso de tutorías presenciales, es aconsejable comunicar la asistencia por mensajes del Aula Virtual.

**ALONSO ALVAREZ, SIMON EMILIO**Professor: **GRUPO ITINERARIO**

Group coordination:

**Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**[simonalonso@um.es](mailto:simonalonso@um.es) Online tutoring sessions: **Sí****Phone number and office hours**

| Duration: | Day:  | Hours:      | Place:               |
|-----------|-------|-------------|----------------------|
| C2        | Lunes | 11:30-12:30 | There are no records |

**Remarks:**

There are no records

| Duration: | Day:    | Hours:      | Place:               |
|-----------|---------|-------------|----------------------|
| C2        | Viernes | 09:30-10:30 | There are no records |

**Remarks:**

There are no records

| Duration: | Day:    | Hours:      | Place:               |
|-----------|---------|-------------|----------------------|
| C2        | Viernes | 13:30-14:30 | There are no records |

**Remarks:**

There are no records

**ESTEBAN LLORET, NURIA NEVERS**Professor: **GRUPO BILINGÜE**

Group coordination:

**Category**

PROFESOR CONTRATADO DOCTOR TIPO A (DEI)

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**[nesteban@um.es](mailto:nesteban@um.es) [nesteban@um.es](mailto:nesteban@um.es) Online tutoring sessions: **Sí****Phone number and office hours**

| Duration: | Day:   | Hours:      | Place:                                    |
|-----------|--------|-------------|-------------------------------------------|
| C2        | Jueves | 10:30-12:00 | 868887802, Facultad de Economía y Empresa |

**Remarks:**

There are no records

| Duration: | Day:      | Hours:      | Place:                                    |
|-----------|-----------|-------------|-------------------------------------------|
| C1        | Miércoles | 10:30-14:00 | 868887802, Facultad de Economía y Empresa |

**Remarks:**

Para tutoría presencial, es aconsejable concertar cita previa enviando mail.

**GALIANA SALAZAR, MARIA NOEMI**Professor: **GRUPO 6**

Group coordination:

**Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**[noemigs@um.es](mailto:noemigs@um.es) [noemigs@um.es](mailto:noemigs@um.es) Online tutoring sessions: **Sí****Phone number and office hours**

| Duration: | Day:      | Hours:      | Place:                                          |
|-----------|-----------|-------------|-------------------------------------------------|
| C1        | Miércoles | 16:30-18:00 | (Sin Extensión), Facultad de Economía y Empresa |

**Remarks:**

Avisar por email antes de ir. Despacho D0/05

**GIL CORBALAN, NIEVES**Professor: **GRUPO 6, GRUPO 6**Group coordination: **GRUPO 6, GRUPO 6****Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**

[nievesgc@um.es](mailto:nievesgc@um.es) Online tutoring sessions: **Sí**

**Phone number and office hours**

| Duration: | Day:  | Hours:      | Place:               |
|-----------|-------|-------------|----------------------|
| C2        | Lunes | 10:00-11:30 | There are no records |

**Remarks:**  
Despacho B1.2.010, Facultad de CC Sociosanitarias Lorca (cita previa)

| Duration: | Day:      | Hours:      | Place:               |
|-----------|-----------|-------------|----------------------|
| C2        | Miércoles | 12:00-13:00 | There are no records |

**Remarks:**  
Facultad de Turismo (cita previa)

| Duration: | Day:   | Hours:      | Place:               |
|-----------|--------|-------------|----------------------|
| C2        | Jueves | 09:30-11:00 | There are no records |

**Remarks:**  
Facultad de Turismo (cita previa)

**MONLLOR DOMINGUEZ, JORGE**

Professor: **GRUPO 3**

Group coordination: **GRUPO 3**

**Category**

PROFESORES TITULARES DE ESCUELAS UNIVERSITARIAS

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**

[jmonllor@um.es](mailto:jmonllor@um.es) Online tutoring sessions: **Sí**

**Phone number and office hours**

| Duration: | Day:   | Hours:      | Place:                                                                                   |
|-----------|--------|-------------|------------------------------------------------------------------------------------------|
| A         | Jueves | 10:00-13:00 | 868883861, Facultad de Economía y Empresa B1.1.065 (D1/07 PROF. JORGE MONLLOR DOMINGUEZ) |

**Remarks:**  
There are no records

## PARA GONZALEZ, LORENA

Professor: **GRUPO 4**

Group coordination:

### Category

PROFESORES TITULARES DE UNIVERSIDAD

### Area

ORGANIZACIÓN DE EMPRESAS

### Department

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

### Email / Personal web page / Online tutoring sessions

[lorena.para@um.es](mailto:lorena.para@um.es) [lorena.para@um.es](mailto:lorena.para@um.es) Online tutoring sessions: **Sí**

### Phone number and office hours

| Duration: | Day:    | Hours:      | Place:                                                                          |
|-----------|---------|-------------|---------------------------------------------------------------------------------|
| C2        | Viernes | 11:30-13:00 | 868888483, Facultad de Economía y Empresa B1.0.079 (D0/02 PROFESORES ASOCIADOS) |

#### Remarks:

Previa cita por e-mail o a través del Aula Virtual.

| Duration: | Day:      | Hours:      | Place:                                                                          |
|-----------|-----------|-------------|---------------------------------------------------------------------------------|
| C1        | Miércoles | 09:30-11:00 | 868888483, Facultad de Economía y Empresa B1.0.079 (D0/02 PROFESORES ASOCIADOS) |

#### Remarks:

Previa cita por e-mail o a través del Aula Virtual.

| Duration: | Day:    | Hours:      | Place:                                                                          |
|-----------|---------|-------------|---------------------------------------------------------------------------------|
| A         | Viernes | 08:00-09:30 | 868888483, Facultad de Economía y Empresa B1.0.079 (D0/02 PROFESORES ASOCIADOS) |

#### Remarks:

Previa cita por e-mail o a través del Aula Virtual.

## PASCUAL DEL RIQUELME MARTINEZ, MARIA ISABEL

Professor: **GRUPO ITINERARIO**

Group coordination:

### Category

PROFESOR CONTRATADO DOCTOR TIPO A (DEI)

### Area

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

### Department

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

### Email / Personal web page / Online tutoring sessions

[ip.riquelme@um.es](mailto:ip.riquelme@um.es) [ip.riquelme@um.es](mailto:ip.riquelme@um.es) Online tutoring sessions: **Sí**

### Phone number and office hours

| Duration: | Day: | Hours: | Place: |
|-----------|------|--------|--------|
|-----------|------|--------|--------|

C1      Miércoles    17:30-18:15    868887840, Facultad de Economía y Empresa B1.5.063 (D5/08 PROF. MARIA ISABEL PASCUAL DEL RIQUELME MARTINEZ)

**Remarks:**

There are no records

| Duration: | Day:   | Hours:      | Place:                                                                                                      |
|-----------|--------|-------------|-------------------------------------------------------------------------------------------------------------|
| C1        | Jueves | 13:00-14:00 | 868887840, Facultad de Economía y Empresa B1.5.063 (D5/08 PROF. MARIA ISABEL PASCUAL DEL RIQUELME MARTINEZ) |

**Remarks:**

There are no records

## PEMARTIN GONZALEZ-ADALID, MARIA

Professor: **GRUPO BILINGÜE**

Group coordination: **GRUPO BILINGÜE**

**Category**

PROFESORES TITULARES DE UNIVERSIDAD

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**

[pemartin@um.es](mailto:pemartin@um.es) [pemartin@um.es](http://pemartin@um.es) Online tutoring sessions: **Sí**

**Phone number and office hours**

| Duration: | Day:   | Hours:      | Place:                                                                                         |
|-----------|--------|-------------|------------------------------------------------------------------------------------------------|
| C2        | Jueves | 12:00-13:30 | 86888747, Facultad de Economía y Empresa B1.1.061 (D1/03 PROF. MARIA PEMARTIN GONZÁLEZ-ADALID) |

**Remarks:**

Es necesario enviar un correo electrónico previo a la profesora. En caso de no poder acudir en este horario, existe la posibilidad de acordar otro día y hora para la tutoría previa comunicación con la profesora.

## VALLE MESTRE, LEDIAN

Professor: **GRUPO 4, GRUPO 5**

Group coordination: **GRUPO 4, GRUPO 5**

**Category**

PROFESOR CONTRATADO PARA SUSTITUCIONES

**Area**

ORGANIZACIÓN DE EMPRESAS

**Department**

ORGANIZACIÓN DE EMPRESAS Y FINANZAS

**Email / Personal web page / Online tutoring sessions**

[ledian.valle@um.es](mailto:ledian.valle@um.es) Online tutoring sessions: **Sí**

#### Phone number and office hours

| Duration: | Day:  | Hours:      | Place:                                                                          |
|-----------|-------|-------------|---------------------------------------------------------------------------------|
| C2        | Lunes | 11:30-13:30 | 868887965, Facultad de Economía y Empresa B1.0.081 (D0/04 PROFESORES ASOCIADOS) |

#### Remarks:

Tutoría virtual Previa solicitud a través del email: ledian.valle@um.es

| Duration: | Day:   | Hours:      | Place:                                                                          |
|-----------|--------|-------------|---------------------------------------------------------------------------------|
| C2        | Jueves | 15:30-17:30 | 868887965, Facultad de Economía y Empresa B1.0.081 (D0/04 PROFESORES ASOCIADOS) |

#### Remarks:

Grupo 4/ Despacho D0/04, Facultad de Economía y Empresa Tutoría virtual Previa solicitud a través del email: ledian.valle@um.es

## 2. Presentation

This is an introductory course. It covers the fundamental concepts of business administration and management. Specifically, the focus is on defining the firm's concept, the environment in which it operates and the role of management. For this reason, the course is divided into two parts. The first part, which consists of four topics, defines the fundamental concepts: firm, firm environment, entrepreneur, and business management. It also includes a review of the main approaches or schools of thought that have shaped Managerial Science. The second part deals with analysing the stages of the management process: planning, organization, leading and controlling. The last topic also deals with the study of decision-making, since the manager has been defined as a decision-maker.

The objectives pursued are the following:

- To familiarize the student with the terminology of the discipline.
- To show the importance of other disciplines in understanding business concepts (Economics, Psychology, Sociology, Mathematics, Accounting).
- To develop skills for the analysis of business problems.
- To develop interpersonal skills such as teamwork and the exposition, defence and criticism of ideas.
- To encourage students to develop orthodox values and standards of conduct for the performance of their professional work.
- To provide the student with an overview of the evolution of the management function.
- To transmit a series of key concepts necessary to (i) understand the business reality and its problems, (ii) lay the foundations for expanding the contents that will take place in subsequent courses, and (iii) understand the nature of the management function, with special attention to the activity of management.
- To promote professional and ethical values and norms.
- To introduce the concept of sustainability, and how to integrate it into the business field.

## 3. Conditions of access to the course

### 3.1. Incompatibilities

There are no records

### 3.2. Requirements

There are no records

### 3.3. Recommendations

No previous knowledge is needed.

## 4. Competencies

### 4.1. Basic competencies

- CB1: Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
- CB2: Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
- CB3: Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
- CB4: Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
- CB5: Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

### 4.2. Degree competencies

- CG3: Ser capaz de gestionar la información y el conocimiento en el ámbito de la economía y la empresa, incluyendo saber utilizar como usuario las herramientas básicas en TIC
- CG4: Considerar la ética y la integridad intelectual como valores esenciales de la práctica profesional en el ámbito de la economía y la empresa
- CG6: Ser capaz de trabajar en equipo y relacionarse con otras personas del ámbito de la economía y la empresa u otros distintos
- CG9: Tener capacidad de organización y planificación
- CG10: Tener habilidad para analizar y buscar información proveniente de fuentes diversas
- CG11: Tener capacidad para la resolución de problemas
- CG12: Tener capacidad para tomar decisiones
- CG14: Tener habilidad en las relaciones personales

- CG16: Tener capacidad crítica y autocrítica
- CG17: Tener capacidad de aprendizaje autónomo
- CG18: Tener capacidad de adaptación a nuevas situaciones
- CG19: Tener creatividad
- CG20: Tener capacidad de liderazgo
- CG21: Tener iniciativa y espíritu emprendedor
- CE3: Conocer la teoría básica de la empresa, su organización y áreas funcionales
- CE7: Poseer conocimientos de dirección general de la empresa, de dirección de recursos humanos y de dirección de producción
- CE14: Ser capaz de integrarse en cualquier área funcional de una empresa u organización mediana o grande y desempeñar con soltura cualquier labor de gestión en ella encomendada.
- CE15: Ser capaz de valorar a partir de los registros relevantes de información, la situación y previsible evolución de una empresa.

### 4.3. Transversal and course competencies

- Acquisition of theoretical and practical knowledge about the nature of the firm, while stressing issues related to management and decision-making, market analysis, and the planning and controlling of supporting activities
- Getting familiar with the organizational structure of the firm and the different coordination relationships between its departments and subsystems
- Capacity for analyzing the competitive situation of the firm
- Ability to analyze case studies related to different firms and industries
- Understanding of the economic, social, and technological environment of the firm in the determination of its objectives and strategy
- Analyzing current trends in the design of objectives and strategies within the firm
- Getting familiar with the sustainability concept and with the ODS

## 5. Contents

### 5.1. Theoretical contents

#### Theme 1: UNIT 1 Firm: conceptual aspects

- 1.1 Evolution of the firm concept
- 1.2 Elements, management areas and firm types
- 1.3 Basic Economic Principles
- 1.4 The firm as a system

## **Theme 2: UNIT 2 Firm and its environment**

- 2.1 Concept and Environment Types
- 2.2 Environment analysis: objective and methodology
- 2.3 General environment analysis
- 2.4 Specific environment analysis

## **Theme 3: UNIT 3 Business Administration**

- 3.1 The management process
- 3.2 Evolution of the entrepreneur
- 3.3 Managerial roles
- 3.4 Managerial skills and abilities

## **Theme 4: UNIT 4 Theories of Business Management**

- 4.1 Introduction
- 4.2 The classical approach:
- 4.3 The behavioral approach
- 4.4 The bureaucracy approach
- 4.5 The contingency approach

## **Theme 5: UNIT 5 Planning**

- 5.1 Planning Concept and Process
- 5.2 Goal-setting
- 5.3 Goals conflict
- 5.4 The goal of maximizing the benefit
- 5.5 Sustainable business planning

## **Theme 6: UNIT 6 Organizing**

- 6.1 Organizing Concept and Process
- 6.2 Organizational structure
- 6.3 Organizational designs

## **Theme 7: UNIT 7 Leading. Leadership**

- 7.1 Leadership Concept
- 7.2 Trait Theories
- 7.3 Behavioral Theories
- 7.4 Contingency theories of leadership

## **Theme 8: UNIT 8 Leading, Motivation and Communication**

8.1 The motivation process

8.2 Content theories

8.3 Process theories

8.4 The communication process

8.5 Communication types

8.6 Communication barriers

## **Theme 9: UNIT 9 Controlling**

9.1 The control function

9.2 The control process: stages and drawbacks

9.3 Management Information System for controlling

9.4 The Balance Scorecard

## **Theme 10: UNIT 10 Decision making in business management**

10.1 The decision-making process

10.2 Types of Decisions

10.3 Decision-making techniques

10.4 Group decision-making

## **5.2. Practical contents**

### **■ Practical activity 1: Practice lecture 1**

**Related to:**

- Theme 1: UNIT 1 Firm: conceptual aspects

### **■ Practical activity 2: Practice lecture 2**

**Related to:**

- Theme 2: UNIT 2 Firm and its environment

### **■ Practical activity 3: Practice lecture 3**

**Related to:**

- Theme 3: UNIT 3 Business Administration

### **■ Practical activity 4: Practice lecture 3**

## ■ Practical activity 5: Practice lecture 4

Related to:

- Theme 4: UNIT 4 Theories of Business Management

## ■ Practical activity 6: Practice lecture 5

Related to:

- Theme 5: UNIT 5 Planning

## ■ Practical activity 7: Practice lecture 6

Related to:

- Theme 6: UNIT 6 Organizing

## ■ Practical activity 8: Practice lecture 7

Related to:

- Theme 7: UNIT 7 Leading. Leadership

## ■ Practical activity 9: Practice lecture 8

Related to:

- Theme 8: UNIT 8 Leading, Motivation and Communication

## ■ Practical activity 10: Practice lecture 9

Related to:

- Theme 9: UNIT 9 Controlling

## ■ Practical activity 11: Practice lecture 10

Related to:

- Theme 10: UNIT 10 Decision making in business management

## 6. Training activities

| Training Activity            | Methodology                                                                                                                                                                     | Hours | In-person |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|
| 3.1: Resolución de problemas | Practical classroom activities: practical exercises and problem-solving, case studies, project-oriented learning, presentation and analysis of work, debates, simulations, etc. | 22.5  | 100.0     |

/Estudios de caso.

|                                              |                                                                                                                                                                                                                                                                                                                                 |        |       |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|
| 3.2:<br>Seminarios                           | Seminars: students' work on a specific topic, which may integrate theoretical and practical contents, carried out in groups and supervised by the professor, concluding with the preparation and written presentation of a report that, in some cases, may be made public through oral presentation by the students and debate. | 3.5    | 100.0 |
| AF1:<br>Exposición teórica / Clase magistral | Master class through the exposition of the contents with audiovisual support. Along with the theoretical explanations, the teaching staff will answer the questions and solve the doubts raised during the class. Teachers will also use examples to illustrate the subject and guide students in the information search.       | 30.0   | 100.0 |
| AF2:<br>Tutorías individuales o grupales     | Tutorials: scheduled sessions of guidance, review or support to students by the teacher, conducted individually or in groups, regardless of whether the contents are theoretical or practical.                                                                                                                                  | 4.0    | 100.0 |
| AF6: Trabajo Autónomo del alumno             | Tasks and activities performed by the students out of the class timetable, directed and supervised by the teacher.                                                                                                                                                                                                              | 90.0   | 0.0   |
| Total                                        |                                                                                                                                                                                                                                                                                                                                 | 150.00 |       |

## 7. Course schedule

<https://www.um.es/web/estudios/grados/ade/2024-25#horarios>

## 8. Assessment systems

| Identifier | Name of the assessment tool              | Assessment criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                | Weighting |
|------------|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| SE1        | Prueba final oral y/o escrita.           | <p>Final exam (6 points):</p> <p>The final exam consists of two parts: a theoretical part and a practical one.</p> <p>The theoretical part is a multiple-choice test question. It represents 50% of the final exam.</p> <p>The practical part is some case studies, exercises, and theoretical questions the student has to solve. It represents the other 50% of the final exam.</p> <p><b>To pass the subject the student must pass the exam(3 out of 6)</b></p> | 60.0      |
| SE2        | Pruebas intermedias orales y/o escritas. | Task, online exams, activities or presentations (2 points).                                                                                                                                                                                                                                                                                                                                                                                                        | 20.0      |

Participation in the different activities scheduled during the semester will be evaluated. Activities will be properly announced during the term.

The mark achieved through this assessment instrument **is not recoverable**. It will be maintained in the subject's three calls (January, May and June) for the 24/25 academic year.

|     |                                                           |                                                                                                                                                                                                                                                                           |      |
|-----|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| SE4 | Procedimientos de observación del trabajo del estudiante. | Actively participate in daily classroom debates and activities (2 points).<br><br>The mark achieved through this assessment instrument <b>is not recoverable</b> and will be maintained in the subject's three calls (January, May and June) for the 24/25 academic year. | 20.0 |
|-----|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|

## 9. Exam dates

<https://www.um.es/web/estudios/grados/ade/2024-25#exámenes>

## 10. Learning outcomes

The students should have the knowledge and understand basic concepts related to the firm, their environment and the main functions of the management process. It means to be able to answer to:

- What is a firm and which are the main elements of it?
- What are the characteristics of a company?
- How to analyze the environment of a company
- What is an entrepreneur?
- What are the main management functions and their characteristics?

It is also expected that the students:

- Use properly the concepts and terminology and apply them in dissertations
- Analyze and solve simple problems related to each of the functions
- Take decisions applying the knowledge obtained

## 11. Bibliography

Group: GRUPO 1

### Basic bibliography

- [ROBBINS, S. and COULTER, M. \(2018\): Management. 14th ed. Prentice Hall International.](#)

## Further reading

- BULLER, P. F. and SCHULER, R. S. (2006): Managing Organizations and People. 7th ed. Thomson Learning.
- [DAFT, R.L., KENDRICK, M. and VERSHININA, N. \(2010\): Management. South-Western Cengage.](#)

## Group: GRUPO BILINGÜE

### Basic bibliography

There are no records

## Further reading

There are no records

## Group: GRUPO 3

### Basic bibliography

There are no records

## Further reading

There are no records

## Group: GRUPO 4

### Basic bibliography

There are no records

## Further reading

There are no records

## Group: GRUPO 5

### Basic bibliography

There are no records

## Further reading

There are no records

## Group: GRUPO 6

### Basic bibliography

There are no records

## Further reading

There are no records

## Group: GRUPO ITINERARIO

### Basic bibliography

There are no records

## Further reading

There are no records

## 12. Remarks

\* The students who do not take the final exam will obtain a Not Presented in the official record.

\* Any other activities or lessons can be programmed during the scheduled ZONA DOCENTE COMPARTIDA. It will be properly informed in the official group schedule.

\* All relevant information will be incorporated into the AV environment (thematic diagram, practical work questionnaires, etc) during the course.

\* This subject is directly linked to **Sustainable Development Goals**: 5 Gender equality, 12 Sustainable Production and Consumption, and 13 Climate change.

### SPECIAL EDUCATIONAL NEEDS

Those students with disabilities or special educational needs may contact the Service of Attention to Diversity and Volunteering (ADYV - <https://www.um.es/advv>) to receive guidance on better use of their training process and, where appropriate, the adoption of measures of equalization and improvement for inclusion, under the Rectoral Resolution R-358/2016. The treatment of information about this student body, in compliance with the LOPD, is strictly confidential.

### STUDENT EVALUATION REGULATIONS

Article 8.6 of the Student Evaluation Regulation (REVA) provides that "except in the case of activities defined as compulsory in the teaching guide, if the student is unable to follow the continuous evaluation process due to duly justified supervening circumstances, he/she shall be entitled to take a global test".

It is also recalled that Article 22.1 of the Student Evaluation Regulations (REVA) stipulates that "the student who uses fraudulent conduct, including the improper attribution of identity or authorship, or is in possession of means or instruments that facilitate such conduct, will obtain a grade of zero in the evaluation procedure and, where appropriate, may be subject to sanction, after opening disciplinary proceedings".