Centro Universitario
EDEM
Adscrito a VNIVERSITAT IĐ VALÈNCIA

INTRODUCTION TO BUSINESS MANAGEMENT STUDIES

COURSE DETAILS

Code	36260
Degree	Degree in Business Management
Mention	Business creation and management
Itinerary	Entrepreneurship
Year	1st
ECTS	6

PROFESSORS

Name	Departament	Tutorials
Jorge Villagrasa Julia Ferrándiz Colin Donaldson	Accounting	Wednesdays from 16,00 to 18,00. On request (by email) depending on availability.

SUMMARY

The subject of "Introduction to Business Management Studies" aims to facilitate the transition of the student to the university environment, from an integral approach that takes into account not only the competences related to its degree, but also those related to the knowledge of the institution to the which belongs and its function in the society. It is taught in the 1st semester of the 1st year.

PRIOR KNOWLEDGE

Relationship with other subjects of the same degree

No enrollment restrictions are specified with other subjects of the curriculum. Moreover, this subject is considered cross curricular and applicable to the set of subjects of the Degree in Business Management, with mention in Business creation and management, Entrepreneurship track.

Other type of requirements

Given the introductory nature of the subject, no previous knowledge is required.

COMPETENCES

BASIC COMPETENCES:

GP.1 - Ability to work in teams.

GP.2 - Skill in personal relationships.

GP.5 - Manage time effectively.

GS.1 - Self-learning ability.

GS.2 - Ability to adapt to new situations.

GS.5 - Work initiative and entrepreneurial spirit.

GS.6 - Motivation for quality.

GS.7 - Ability to contribute positively to the awareness of environmental and social issues, and to overcome all forms of discrimination, essential for economic development and poverty reduction.

GI.5 - Ability to use ICTs in the field of study.

SPECIFIC COMPETENCES:

No data

LEARNING OUTCOMES

As a learning output of this subject, students are expected to acquire:

- Knowledge of the studies developed in Business Management, with mention in Business creation and management, Entrepreneurship track, in EDEM University Center.

- Knowledge of the academic structure and services of EDEM University Center.

- Knowledge of the instruments of access to information at the University of Valencia and in EDEM University Center.

- Use of basic computer programs.

- Knowledge of the bibliographic service of the University of Valencia and EDEM University Center, as well as of the use of databases.

- Knowledge of study techniques and personal work.

- Knowledge of the profiles and professional competences of the graduates in the Degree in Business Management, with mention in Business creation and management, Entrepreneurship track.

- Action respectful with human rights and in accordance with democratic principles, equality between men and women, solidarity, environmental protection, universal accessibility and design, and promotion of the culture of peace.

COURSE CONTENTS

MODULE 1. The beginning of the road: where I am and where I am going

Unit 1. Where I am: EDEM University Center, affiliated to the University of Valencia.

1.1. EDEM University Center.

1.2. EDEM, Escuela de Empresarios.

1.3. Marina de Empresas: Icorner, Lanzadera, Angels.

1.4. Structure of the University of Valencia. Resources and services of the UVEG.

Unit 2. Where I am going: Business Management studies.

2.1. Business Management studies. Undergraduate and Postgraduate.

2.2. Entrepreneurship track: Subjects, workshops and activities.

2.3. Career opportunities of the graduate students of the Degree in Business Management, with mention in Business creation and management, Entrepreneurship track.

MODULE 2. Tools for the road: Instrumental tools

Unit 3. Instrumental tools: Introduction to the market.

3.1. What is a need? What creates a need?

3.2. Capture and satisfy needs.

3.3. Types of needs.

3.4. Differences between need and solution.

3.5. Marketing function: Market research.

Unit 4. Instrumental tools: Access to information and use of bibliographical databases.

4.1. The library.

4.2. Search in browsers: Search strategies.

4.3. Search in statistical sources and databases: INE, EUROSTAT, SABI, IVE, etc.

Unit 5. Instrumental tools: Elaboration of academic works and reports (1).

5.1. How to elaborate an academic work-report.

5.2. Parts of an academic work-report.

5.3. Cites and references.

5.4. How to communicate an academic work-report: Written and oral communication keys (discourse and oral presentation techniques).

Unit 6. Instrumental tools: Elaboration of academic works and reports (2).

6.1. Academic works-reports in text processors.

6.2. Academic works-reports in spreadsheets.

6.3. Academic works-reports in presentations.

6.4. Academic works-reports in online forms.

6.5. Academic works-reports in websites.

MODULE 3. Tools for the road: Personal tools

Unit 7. Personal tools: Entrepreneurship.

    7.1. What is entrepreneurship?

    7.2. How entrepreneurs think.

    7.3. The intention to act entrepreneurially.

    7.4. Entrepreneur background and characteristics.

Unit 8. Personal tools: Professional and cross-curricular competences - Social values and ethics for Business Management students.

    8.1. Knowledge and development of human rights.

    8.2. Democratic principles.

    8.3. Principles of equality between men and women.

    8.4. Principles of solidarity.

    8.5. Principles of environmental protection.

    8.6. Principles of universal accessibility and design for all.

    8.7. Principles of promoting a culture of peace.

Unit 9. Personal tools: Study techniques and personal work.

    9.1. Study techniques and personal work. Strategies to "learn how to learn".

    9.2. Neuro-learning: State-of-the-art study strategies.

    9.3. The importance of good habits in the entrepreneurship track.

WORKLOAD

PRESENTIAL ACTIVITIES	HOURS
Practice lessons (resolution of assignments, exercises, case studies, etc.)	45
Theoretical lessons (presentation of key contents)	15
Total Presential Activities	**60**
NON-PRESENTIAL ACTIVITIES	
Study, preparation and realization of exams	30
Autonomous work (individual and/or in teams)	35
Preparation of activities	25
Total Non-Presential Activities	**90**
TOTAL	**150**

TEACHING METHODOLOGY

Professors will make available to the students all the materials considered opportune through the virtual campus.

The methodologies to be used in the classroom will be different depending on the activity to be carried out and the competences aimed to develop in the students in each of the sessions.

To be more precise, in general, we will work mainly using the following methodology and didactic resources:

- Presentation in the classroom of the key theoretical contents, using the master class jointly with active and participatory techniques.
- Practice lessons related to the resolution of case studies, problem solving, use of computer applications, oral presentations, debates, etc., individually and/or in teams.
- Activities with the students in order to know the services of the Campus of the University of Valencia and of EDEM University Center.
- Autonomous work based on the realization of exercises and/or projects individually and/or as a team, with tutorial support.
- Independent study of the student and oral and/or written tests.
- Practice lessons for personal development, innovation and entrepreneurial spirit.

EVALUATION CRITERIA

The evaluation of the students will be carried out through *continuous assessment* and *exam*:

1. Continuous assessment:
   In this part, it will be valued the realization of several *academic assignments,* where it will be evaluated both *theoretical and practical contents similar to those presented in class*.
   Continuous assessment *in no case will eliminate contents from the exam*. In addition, it could be assessed *individually or in groups* and will have a *weighting* in the final mark of 40%.

   ✓ *10% of the total of 40% of the continuous assessment* could be obtained through active participation and involvement in the teaching-learning process, as well as through the behavior presented in the classroom.

2. Exam:
   This part could *combine both theoretical and practical contents*, but also *contents from all activities* carried out during the course such as readings, visits to companies, conferences, etc.
   This part will be assessed *individually* and will have a *weight* in the final grade of 60%.

The *continuous assessment is in-person* and *not recoverable*, therefore:

- *Class attendance is mandatory* (for an optimal follow-up of the subject), reason why the *absence to more than 15%* of the sessions will mean that the student *will not qualify the part of the continuous assessment*. Consequently, the *maximum mark* that could be reached by the student will be the one obtained in the *exam (with the aforementioned weighting of 60%).*

- The *grade* obtained during the *continuous assessment* of the subject will be *maintained*, both in the *1st call and in the 2nd call*. On the contrary, the *grade* of the *exam will be recoverable* at the end of the semester (in the *2nd call*).

In order to pass the subject, an *average of 5 (or more)* must be obtained by the student in the *exam*. The *final mark* of the subject will be obtained by *weighting* the *average of the exam (60%)* with the *continuous assessment (40%)*, having to obtain a *final grade of 5 (or more)* to surpass the subject.

The student who *enrolls for the second time in the subject* and *does not progress to the next academic course:*

- Will be in the same conditions as the student who enrolls for the first time; being applicable, in consequence, the evaluation criteria previously established.

The student who *enrolls for the second time in the subject* and *progresses to the next academic course:*

- In order to pass the subject, an *average of 5 (or more)* must be obtained by the student in the *exam*. The *final mark* of the subject will be obtained by *weighting* the *average of the exam (80%)* with the *continuous assessment (20%)*, having to obtain a *final grade of 5 (or more)* to surpass the subject.

- Its continuous assessment will be evaluated through the development of a *comprehensive academic assignment of the subject*. To do so, the student will *receive specific instructions* from the professors.

All students must comply with the *rules of writing, spelling and grammar* in the development of their work and their assessment tests. These formal aspects will be taken into account in the evaluation of them.

REFERENCES

Basic references

Unit 1 & 2

- https://lanzadera.es/
- https://www.angelscapital.es/
- https://edem.eu/grado-ade/
- https://www.uv.es/uvweb/estudiants-uv/es/vivir-universidad/
- ¿Quién se ha llevado mi queso?, Spencer Johnson, M.D.

Unit 3, 4, 5 & 6

- https://www.uv.es/uvweb/servicio-bibliotecas-documentacion/es/ servicio-bibliotecas-documentacion-1285867215074.html
- https://www.uv.es/uvweb/servicio-bibliotecas-documentacion/es/ recursos/acceso-recursos/bases-datos-1285868957877.html
- https://www.uv.es/uvweb/servicio-bibliotecas-documentacion/es/ recursos/acceso-recursos/revistas-electronicas-1285868958693.html
- Manual de Word, Excel y Power Point Avanzados con Énfasis en Atención a Clientes.
- Materiales proporcionados por los profesores a través del Aula Virtual.
- Universitat de València. Recull de dades estadístiques.

Unit 7, 8 & 9

- Blakemore, S-J. y Frith, U. (2011) "Cómo aprende el cerebro: las claves para la educación", Ed. Ariel.
- Caicedo López, H. (2012) "Neuroaprendizaje, una propuesta educativa", AGAPEA.COM (Ebook)
- Covey, S. (2015) "Los siete hábitos de la gente altamente efectiva" Ed. Paidós plural.
- Goleman, D. (1996) "Inteligencia emocional", Ed. Kairós.
- Harvard Business School Publishing Corporation (2012) "Cómo liderar con los ladrones del tiempo", traducido por Javier Fernández de Castro.
- Jensen, E. (2004) "Cerebro y aprendizaje: competencias e implicaciones educativas", Ed. Narcea.
- Loué, C. y Baronet, J. (2010) "Entrepreneurial Skills: Qualitative and quantitative confirmation of a model of entrepreneurial competence" *Frontiers of Entrepreneurship Research*, Vol. *30*, Nº 5, Art.12.
- Planes, J. (2004) "Alto rendimiento personal. Camino al éxito", Ed. Deusto, Barcelona.