INTRODUCTION TO BUSINESS MANAGEMENT STUDIES

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 which belongs and its function in the society. It is taught in the 1st semester of the 1st year.

Course Details
- **Code:** 36260
- **Degree:** Degree in Business Management
- **Mention:** Business Creation and Management - Itinerary Entrepreneurship
- **Character:** Basic training
- **Year:** 1st
- **ECTS:** 6

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.

Professors
**Name**
- Jorge Villagrasa
- Julia Ferrándiz
- Colin Donaldson

**Department**
Accounting

Tutorials
- **Name**
- **Tutorials**
Wednesdays from 16:00 to 18:00.
On request (by email) depending on availability.
INTRODUCTION TO BUSINESS MANAGEMENT STUDIES

Competences

BASIC COMPETENCES
GP1 - Ability to work in teams.
GP2 - Skill in personal relationships.
GP5 - Manage time effectively.
GS1 - Self-learning ability.
GS2 - Ability to adapt to new situations.
GS5 - Work initiative and entrepreneurial spirit.
GS6 - Motivation for quality.
GS7 - 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.
GI5 - 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 competencies 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.
2.2. 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. Quotes 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).
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:

- Practice 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.

### Module 3. Tools for the road: Personal tools

#### Unit 7. Personal tools: Entrepreneurship
1. What is entrepreneurship?
3. The intention to act entrepreneurially.
4. Entrepreneur background and characteristics.

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

6.2. Democratic principles.
6.5. Principles of environmental protection.
6.6. Principles of universal accessibility and design for all.
6.7. 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”.
9.3. The importance of good habits in the entrepreneurship track.

### Work Load

#### Presentational Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice lessons (resolution of assignments, exercises, case studies, etc.)</td>
<td>45</td>
</tr>
<tr>
<td>Theoretical lessons (presentation of key contents)</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total Presentational Activities</strong></td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

#### Non Presentational Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study, preparation and realization of exams</td>
<td>30</td>
</tr>
<tr>
<td>Autonomous work (individual and/or in teams)</td>
<td>35</td>
</tr>
<tr>
<td>Preparation of activities</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total Non Presentational Activities</strong></td>
<td><strong>90</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>150</strong></td>
</tr>
</tbody>
</table>

### 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:

- Practice in the classroom of the key theoretical contents, using the master class jointly with active and participatory techniques.
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 (80%) with the continuous assessment (20%), 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 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.angelcapital.es/
- https://www.uni.edem.es/grado-ade-emprendedores/
- https://www.uv.es/uvweb/estudiants-uv/es/vivir-universidad/
- Memoria Anual EDEM Escuela de Empresarios
- ¿Quién se ha llevado mi queso?, Spencer Johnson,

Unit 3, 4, 5 & 6
- Materiales proporcionados por los profesores a través del Aula Virtual.
- Universitat de València. Recull de dades estadístiques.
Unit 7, 8 & 9