COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001

INTERNATIONAL
CAMPUS OF
EXCELLENCE

POLITÉCNICA

E.T.S. de Ingenieros
Informaticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000680 - Fundamentals Of Business Administration

DEGREE PROGRAMME

10AM - Master Universitario En Ingenieria Del Software

ACADEMIC YEAR & SEMESTER

2023/24 - Semester 2

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1. Description

1.1. Subject details

Name of the subject	103000680 - Fundamentals Of Business Administration
No of credits	4 ECTS
Type	Optional
Academic year ot the programme	First year
Semester of tuition	Semester 2
Tuition period	February-June
Tuition languages	English
Degree programme	10AM - Master Universitario en Ingenieria del Software
Centre	10 - Escuela Tecnica Superior De Ingenieros Informaticos
Academic year	2023-24

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Raul Gutierrez Sanchis (Subject coordinator)		raul.g.sanchis@upm.es	- -

* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

3. Skills and learning outcomes *

3.1. Skills to be learned

CE13 - Tener una visión de los distintos aspectos específicos y emergentes de la ingeniería del software, y profundizar en algunos de ellos

CE14 - Comprender lo que pueden y no pueden conseguir las prácticas actuales de ingeniería del software, y sus limitaciones y su posible futura evolución.

CG1 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio (RD)

CG18 - Capacidad de trabajar y comunicarse también en contextos internacionales

CG8 - Planteamiento y resolución de problemas también en áreas nuevas y emergentes de su disciplina

3.2. Learning outcomes

RA73 - The students will be able to elicit and conceptualize customer and user's needs

RA25 - Communication skills in public SC13, SC14, CG3, CG18 S

RA2 - Facing a real problem, chooses an appropriate Software Engineering solution, analyzing its viability, what can and cannot be achieved from the current state of development of the selected solution, and what is expected to advance in the future

RA85 - Being able to understand how to effectively manage the analytical processes and use the results of these processes (models, clusters, etc.) as the basis for making informed, evidence-based decisions for creating value for a company

RA77 - Understands basic business principles

RA26 - Group work skill SC13, SC14, CG17 A

RA87 - Being able to translate a data insight into a business decision and action.

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

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4. Brief description of the subject and syllabus

4.1. Brief description of the subject

The course introduces the student to the contemporary global business world, entrepreneurship, business modeling, managing people and organizations, organizational design, resources and capabilities, leadership, and managing information and financial issues. The primary objective is to give the student an understanding of basic business principles.

4.2. Syllabus

1. Global business environment

2. Entrepreneurship

3. Business strategy

4. Business modelling

5. Managing the business

6. Planning the business

7. Organizational design

8. Managing human resources

9. Leading the business

10. Controlling the business

11. Accounting information and finance

12. Business ethics and communication

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5. Schedule

5.1. Subject schedule*

Week	Classroom activities	Laboratory activities	Distant / On-line	Assessment activities
1	**Course foundations and Intro** Duration: 02:00 Lecture			
2	**Global business environment** Duration: 02:00 Lecture			
3	**Managers and identity** Duration: 02:00 Cooperative activities			
4	**Business strategy and modelling** Duration: 02:00 Lecture			
5	**Value proposition** Duration: 02:00 Lecture			
6	**Value creation, delivery, and capture** Duration: 02:00 Lecture			
7	**Managing the business** Duration: 02:00 Lecture			
8	**Planning the business** Duration: 02:00 Lecture			**Business concept note** Group presentation Continuous assessment and final examination Presential Duration: 01:00
9	**Organizational design** Duration: 02:00 Lecture			
10	**Managing human resources** Duration: 02:00 Lecture			
11	**Leading the business** Duration: 02:00 Lecture			
12	**Controlling the business** Duration: 02:00 Lecture			
13	**Accounting information and finance** Duration: 02:00 Lecture			

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14	**Business ethics and communication** Duration: 02:00 Cooperative activities			
15				**Final presentation** Group presentation Continuous assessment and final examination Presential Duration: 02:00 **Final report** Group work Continuous assessment and final examination Presential Duration: 04:00 **Attendance and participation** Individual work Continuous assessment and final examination Presential Duration: 02:00
16				
17				

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

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6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
8	Business concept note	Group presentation	Face-to-face	01:00	20%	5 / 10	CE13 CE14 CG8 CG18 CG1
15	Final presentation	Group presentation	Face-to-face	02:00	25%	5 / 10	CE13 CE14 CG8 CG18 CG1
15	Final report	Group work	Face-to-face	04:00	35%	5 / 10	CE13 CE14 CG8 CG1
15	Attendance and participation	Individual work	Face-to-face	02:00	20%	5 / 10	CE13 CG18

6.1.2. Global examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
8	Business concept note	Group presentation	Face-to-face	01:00	20%	5 / 10	CE13 CE14 CG8 CG18 CG1
15	Final presentation	Group presentation	Face-to-face	02:00	25%	5 / 10	CE13 CE14 CG8 CG18 CG1
15	Final report	Group work	Face-to-face	04:00	35%	5 / 10	CE13 CE14 CG8 CG1

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| 15 | Attendance and participation | Individual work | Face-to-face | 02:00 | 20% | 5 / 10 | CE13 CG18 |

6.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Course evaluation exam	Individual work	Face-to-face	04:00	80%	5 / 10	CE13 CE14 CG8 CG18 CG1

6.2. Assessment criteria

Progressive and global evaluation:

Students will complete a group project. This project is based on developing a business plan for the creation of a new company. Students will develop their projects through continuous work throughout the semester. All lectures will provide them with the proper grounds for their projects. Moreover, they will be presenting their business plan in the class on a continuous basis throughout the semester, and they will receive feedback from the lecture accordingly.

- A business concept note will be prepared throughout the first part of the course and presented as a mid-term evaluation. The grading scale to evaluate it will be from 0 to 10 and the grade will be common for the whole group.
- The final report will be developed throughout the semester and delivered as the final evaluation item. The grading scale to evaluate it will be from 0 to 10 and the grade will be common for the whole group.
- A final presentation (oral defense) is compulsory. Students will be developing their presentations throughout the semester receiving continuous feedback in the class. The presentation will be in groups, and the grade will be common for the whole group. The grading scale to evaluate it will be from 0 to 10 and the grade will be common for the whole group.
- Attendance and active participation **in all lectures will be considered to contribute to the final grade by 20%. The grading scale to evaluate it will be from 0 to 10 and the grade will be on an individual basis. This examination item cannot be recovered by the extraordinary exam.**

Extraordinary exam:

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- **The course evaluation exam as the extraordinary exam can only contribute to a maximum of 80% of the final grade, and will only be provided to the students who pass the "attendance and participation" item.**

7. Teaching resources

7.1. Teaching resources for the subject

Name	Type	Notes
Ebert and Griffin (2016): Business Essentials. Prentice Hall	Bibliography	
Johnson et al. (2014): Exploring Strategy: Text and Cases. Pearson	Bibliography	
Robbins and Coulter (2017): Management. Pearson	Bibliography	Main book
Economics @Intelligence Database, UPM	Web resource	

8. Other information

8.1. Other information about the subject

In this course, and in case of any eventuality, although it will be a small group of students, every session could be moved to online teaching through Teams or Collaborate via Moodle. Uncertainty is rather high at the moment this guide is being validated, but everything has been defined to switch from unperson teaching to online sessions automatically.

The subject is related to SDGs 1, 4, 8, 9, 10 and 12.

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