



Universidad de Jaén

FACULTAD DE CIENCIAS SOCIALES Y JURÍDICAS

Administración de empresas

2024-2025

Grado en Administración y dirección de empresas

Grado en Administración y Dirección de Empresas / Bachelor's Degree in Business
Administration and Management

GRUPO

[Acceso Mayores 40](#)[Guías docentes UJA](#)[Horarios de tutorías](#)[Llamamientos PAU](#)[Movilidad \(Coordinador\)](#)[P.O.D.](#)[Solicitud bilingüismo](#)

Syllabus 2024-25 - 11121001 - Business Management (Administración de empresas)

Caption

- Level 1: Tutorial support sessions, materials and exams in this language
- Level 2: Tutorial support sessions, materials, exams and seminars in this language
- Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

[Back](#)[Full version \(Spanish\)](#)[English](#)

DEGREE:

Grado en Administración y dirección de empresas

FACULTY:

FACULTY OF LAW AND SOCIAL SCIENCES

ACADEMIC YEAR:

2024-25

COURSE:

Business Management

SYLLABUS

1. COURSE BASIC INFORMATION

NAME: Business Management

CODE: 11121001

ACADEMIC YEAR: 2024-25

LANGUAGE: English

LEVEL: 3

ECTS CREDITS: 6.0

YEAR: 1

SEMESTER: PC

2. LECTURER BASIC INFORMATION

NAME: GARCÍA BUENDÍA, NOELIA

DEPARTMENT: U136 - ORG. DE EMPRESAS, MÁRKETING Y SOCIOLOGÍA

FIELD OF STUDY: 650 - ORGANIZACIÓN DE EMPRESAS

OFFICE NO.: D3 - 107

E-MAIL: ngarcia@ujaen.es

P: 953213429

WEBSITE: <https://www.ujaen.es/departamentos/orgmarsoc/contactos/garcia-buendia-noelia>

ORCID: -

LANGUAGE: -

LEVEL: 3

3. CONTENT DESCRIPTION

Topic 1. The company as an organization.**Topic 2.** Entrepreneurship, management, and governance of the company.**Topic 3.** Introduction to strategic management.**Topic 4.** Business growth and internationalization.**Topic 5.** Planning and control.**Topic 6.** Organizational design.**Topic 7.** Management of human behavior in the company.

4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

The subject is approached with a teaching methodology focused on students, aiming to allow them to develop or adjust their worldview. While some classes include theoretical content, most are based on presentation, discussion, and debate of opinions and experiences related to the subject and current topics, encouraging student participation.

For the **theoretical part**, debate and discussion groups will be used, although teaching will mainly be through participative lectures, using various audiovisual means to facilitate understanding of the content.

Regarding the **practical part**, the case study method will be used, occasionally supplemented with simulations, role-playing, or fieldwork.

Students with special educational needs should contact the Student Attention Service (Servicio de Atención y Ayudas al Estudiante) in order to receive the appropriate academic support

5. ASSESSMENT METHODOLOGY

To pass the course, students must achieve a minimum of **5 out of 10 points**, resulting from the sum of the grades from the theoretical-practical exam and the cases resolved in class. Additionally, to pass the course, a minimum of **4 out of 10 points must be obtained in the theoretical-practical exam**. Only when the minimum of 4 out of 10 points in the theoretical-practical exam is surpassed will the grade from the cases resolved in class be added.

The **evaluation system** will be the **same for both ordinary and extraordinary exams**. The practical grade, i.e., the cases resolved during the semester, will be retained for all exam sessions within the academic year.

The **content** included in this syllabus will be required in its entirety, regardless of any classes not held due to student absence.

In compliance with Article 11 of the Student Academic and Evaluation Regulations, students who **disrupt the class dynamics** will be asked to leave, affecting their final evaluation. Repeated misconduct may result in permanent exclusion from the class and additional disciplinary actions, including expulsion from the University of Jaen.

In compliance with Article 11 of the Student Academic and Evaluation Regulations, **unauthorized use of electronic devices in class**, such as mobile phones and similar items, is prohibited and will result in expulsion. Repeated misconduct may result in permanent exclusion from the class and additional disciplinary actions, including expulsion from the University of Jaén.

During evaluation tests, students may not have **any electronic devices** that allow for data transmission, reception, or storage **at their exam station**; these must be out of reach and completely turned off. Additionally, the use of unauthorized electronic devices and copying between students is prohibited. Violation of these rules will result in expulsion from the test, a grade of zero, and the potential opening of the corresponding academic disciplinary file.

Plagiarism or copying of documents, as well as the improper use of **artificial intelligence**, will result in failure and the opening of the corresponding academic disciplinary file.

The professor may require students to provide **identification** (via national identity card, passport, or any other officially recognized ID) at any point during evaluation tests. Failure to provide proper identification may result in expulsion from the exam and being marked as absent.

6. BOOKLIST ([Access the bibliography in the Library catalog](#))

MAIN BOOKLIST:

- Management . Edition: 14th ed. Author: Robbins, Stephen P. 1943-. Publisher: Pearson Education ([Library](#))

7. SUSTAINABLE DEVELOPMENT GOALS

Educación de calidad

Trabajo decente y crecimiento económico

Industria, innovación e infraestructura

Reducción de las desigualdades

DETAILED INFORMATION

The course **Business Management** contributes to achieving various Sustainable Development Goals (SDGs). Specifically:

- **Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.** The course fosters the development of entrepreneurial skills and knowledge that equip students to face future challenges, promoting continuous and quality education.
- **Goal 8: Promote inclusive and sustainable economic growth, employment, and decent work for all.** By training students to create and manage businesses, the course drives inclusive economic growth, job creation, and the promotion of decent work.
- **Goal 9: Build resilient infrastructure, promote sustainable industrialization, and foster innovation.** The course encourages innovation and the development of new technologies and processes, contributing to the construction of resilient infrastructure and sustainable industrialization.
- **Goal 10: Reduce inequality within and among countries.** By providing entrepreneurial tools and knowledge accessible to all students, the course promotes the reduction of economic and social inequalities, both nationally and internationally.

8. VIRTUAL / CLASSROOM TEACHING SCENARIO

Theoretical and practical sessions will be conducted in-person for the group in class and broadcast online (Google Meet) for the remote groups through a periodic rotation system.

Tutorial assistance will be provided online (Google Meet).

The **content and evaluation system** planned for the in-person scenario will be maintained in this multimodal or hybrid scenario.

[In the multimodal and/or remote scenario, when applicable, the teaching staff involved in delivering the course reserves the right to withhold consent for the recording, publication, broadcasting, or reproduction of their lectures, including speech, image, and voice, while performing their teaching duties at the University of Jaen.]

9. VIRTUAL TEACHING SCENARIO

Theoretical and practical sessions will be conducted online (Google Meet).

Tutorial assistance will be provided online (Google Meet).

The **content and evaluation system** planned for the in-person scenario will be maintained in this remote scenario.

[In the multimodal and/or remote scenario, when applicable, the teaching staff involved in delivering the course reserves the right to withhold consent for the recording, publication, broadcasting, or reproduction of their lectures, including speech, image, and voice, while performing their teaching duties at the University of Jaen.]

DATA PROTECTION CLAUSE (on line exams)

Institution in charge of data processing: Universidad de Jaén, Campus Las Lagunillas, s/n, 23071 Jaén

Data Protection Delegate: dpo@ujaen.es

Purpose: In accordance with the Universities Law and other national and regional regulations in force, carrying out exams and assessment tests corresponding to the courses students are registered in. In order to avoid frauds while sitting the exam, the exam will be answered using a videoconference system, being able the academic staff of the University of Jaén to compare and contrast the image of the person who is answering the exam with the student's photographic files. Likewise, in order to provide the exam with evidential content for revisions or claims, in accordance with current regulation frameworks, the exam will be recorded and stored.

Legitimacy: compliance with legal obligations (Universities Law) and other national and regional regulations currently in force.

Addressees: service providers who are the owners of the platforms where the exams are carried out and with whom the University of Jaén has signed the corresponding data access contracts.

Storage periods: those established in current in force regulations. In the specific case of exam videoconference recordings, not before the examination records and transcripts are closed or the exam can still be reviewed or challenged.

Rights: you can exercise your right of access, amendment, cancellation, opposition, suppression, limitation and portability by sending a letter to the postal or electronic address indicated above. In the event that you consider that your rights have been violated, you may submit a complaint to the Andalusian Council for Transparency and Data Protection www.ctpdandalucia.es

CLASS RECORDING CLAUSE PERSONAL DATA PROTECTION

Person in charge: Universidad de Jaén, Paraje Las Lagunillas, s/n; Tel.953 212121; www.ujaen.es

Data protection delegate (DPO): TELEFÓNICA, S.A.U. ; Email: dpo@ujaen.es

Procedure aim: To manage proper recordings of teaching sessions with the aim of facilitating learning process under a multimodal and/or online teaching

Period for record storage: Images will be kept during legal term according to regulations in force

Legitimacy: Data will be managed according to legal regulations (Organic Law 6/2001, December 21, on Universities) and given consent provided by selecting corresponding box in legal admission documents

Data recipients (transfers or assignments): Any person allowed to get access to every teaching modality

Rights: You may exercise your rights of access, rectification, cancellation, portability, limitation of processing, deletion or, where appropriate, opposition. To exercise these rights, you must submit a written request to the Information, Registration and Electronic Administration Service of the University of Jaen at the address above, or by e-mail to the address above. You must specify which of these rights you are requesting to be satisfied and, at the same time, you must attach a photocopy of your ID card or equivalent identification document. In case you act through a representative, legal or voluntary, you must also provide a document that proves this representation and identification. Likewise, if you consider that your right to personal data protection has been violated, you may file a complaint with the Andalusian Data Protection and Transparency Council www.ctpdandalucia.es

