


	<b>PROCEDURE OF THE TEACHING COORDINATION</b>		
	1st EDITION	CODE: PCD_D002	



## COURSE SYLLABUS

**Academic Year 2018-2019**

<b>IDENTIFICATION AND CHARACTERISTICS OF THE COURSE</b>			
Code	500010	Credits ECTS	6
Denomination (in Spanish)	<b>ADMINISTRACIÓN DE EMPRESAS I</b>		
Denomination (in English)	<b>BUSINESS ADMINISTRATION I</b>		
Degrees	<b>ADE, ADE-ECONOMÍA, ADE-CIENCIAS DEL TRABAJO, ADE-DERECHO</b>		
Center	<b>Faculty of Economics and Business Sciences (Badajoz)</b>		
Semester	<b>5</b>	Character	<b>Compulsory</b>
Módulo	<b>BUSINESS MANAGEMENT</b>		
Materia	<b>ADMINISTRATION</b>		
<b>INSTRUCTOR/Faculty of Economics and Business Sciences (Badajoz)</b>			
SURNAME, NAME	Despacho	Correo-e	Página web
María Cristina Barriuso	62	<a href="mailto:barriuso@unex.es">barriuso@unex.es</a>	
Pedro Eugenio López Salazar	36	<a href="mailto:pelopez@unex.es">pelopez@unex.es</a>	
KNOWLEDGE AREA	<b>BUSINESS ORGANIZATION</b>		
DEPARTMENT	<b>BUSINESS MANAGEMENT AND SOCIOLOGY</b>		
<b>SKILLS</b>			
CG2 - CG1- CG3 – CG6- CB1 - CB2 - CB3 - CB4 - CB5			
CT2 - CT3 - CT5- CT6 - CT7 - CT1 - CT9 - CT14 - CT15 - CT17 - CT18 - CT21 - CT24			
CE10			
<b>CONTENT</b>			
<b>Overview</b>			
<p>What is an organization? How do organizations create value? Why do they exist? The importance of design. The basic challenges of design. Authority and control. Specialization and control. Organizational culture management. Environment management. Organizational Change. Strategy and structure. International environment management.</p>			
<b>Course Content</b>			
1. INTRODUCTION TO BUSINESS ADMINISTRATION			
2. ORGANIZATIONAL CULTURE			

	<b>PROCEDURE OF THE TEACHING COORDINATION</b>		
	1st EDITION	CODE: PCD_D002	

3. ORGANIZATIONAL STRATEGY					
4. ORGANIZATIONAL DESIGN I					
5. ORGANIZATIONAL DESIGN II					
6. ORGANIZATIONAL CHANGE					
<b>Formative Activities*</b>					
<b>Student work hours by chapter</b>		<b>Presential</b>		<b>Monitoring Activity</b>	<b>No presential</b>
<b>Chapter</b>	<b>Total</b>	<b>L</b>	<b>S</b>	<b>ST</b>	<b>PS</b>
<b>1 Theory</b>	<b>7</b>	<b>3</b>			<b>4</b>
<b>1. Practice</b>	<b>2</b>		<b>2</b>		
<b>2. Theory</b>	<b>7</b>	<b>3</b>			<b>4</b>
<b>2. Practice</b>	<b>8</b>		<b>4</b>		<b>4</b>
<b>3. Theory</b>	<b>7</b>	<b>3</b>			<b>4</b>
<b>3. Practice</b>	<b>4</b>		<b>1</b>		<b>4</b>
<b>4. Theory</b>	<b>21</b>	<b>13</b>			<b>7</b>
<b>4. Practice</b>	<b>14</b>		<b>3</b>		<b>11</b>
<b>5. Theory</b>	<b>18</b>	<b>13</b>			<b>5</b>
<b>5. Practice</b>	<b>11</b>		<b>2</b>		<b>9</b>
<b>6. Theory</b>	<b>14</b>	<b>6</b>			<b>8</b>
<b>6. Practice</b>	<b>13</b>		<b>3</b>		<b>10</b>
<b>Total Evaluation</b>	<b>24</b>	<b>4</b>			<b>20</b>
<b>TOTAL</b>	<b>150</b>	<b>45</b>	<b>15</b>	<b>0</b>	<b>90</b>
L: Lecture (up to 30 students) S: Seminar (5 to 10 students on average) ST: Scheduled Tutorials (1 to 5 students on average) PS: Student´s personal study, individual or in-group work, references reading, etc.					
<b>Teaching Method*</b>					
1. Expositive method, consisting in the presentation of the contents about the course					

	<b>PROCEDURE OF THE TEACHING COORDINATION</b>		
	1st EDITION	CODE: PCD_D002	

- under study by instructors. It also includes examples of problem solving by instructors.
- Situation learning/evaluation in which students perform some study cases to reinforce their learning and serves as evaluation tool.

### Learning Results\*

Students will acquire a specialization that they will allow to develop a future career with autonomy and capacity:

- Transmit the reality and characteristics of the new competitive environment of organizations
- Achieve understanding of the organizational operations and how different contingent factors can affect manager's decisions.
- Transfer a management vision to the student so he/she can consider design (structure and culture), like one of the most important tools to achieve company goals.
- Transmit a methodology for analysing problems that affect organizations.
- Stimulate in the student the development of critical abilities that allow him to give answers to the challenges that organization have to face in a dynamic environment
- Understand the foundations of management process in organizations.
- Know contextual characteristics that influence organizations' management.
- Understand the process of change and innovation in organizations

### Evaluation systems\*

The evaluation of this course will be made by:  
 A written examination in the official call (60% of the final grade)  
 The completion and presentation of works within the deadlines set (40% of final grade)

### Basic and complementary bibliography

## BASIC BIBLIOGRAPHY

- Jones G. R., George J. M. (2018): Contemporary Management, McGraw- Hill: New York.
- Jones G. R. (2012): Organizational Theory, Design and Change. International Edition. Seventh edition, Pearson.
- Robbins S., Coulter M. (2017): Global Edition, Prentice Hall, International Edition, 14<sup>th</sup> edition
- Sánchez Vizcaíno, G (coord). (2011)\*\*. Administración de empresas. Pirámide. Madrid  
\*\*Reimpreso en 2016

## ADDITIONAL BIBLIOGRAPHY

- Aguirre, A. (1996): Fundamentos de Economía y Administración de empresas. Pirámide. Madrid.
- Aguirre, A. Castillo, A. M. Tous, D. (1999): Administración de Organizaciones. Fundamentos y aplicaciones. Pirámide. Madrid.
- Bañegil Palacio, T. M. (Coord.)(2012): La Gestión de las Empresas Familiares. El caso de Extremadura. Tecnigraf, S.A.
- Blázquez, B. Escudero, M.J. De la Encarnación, M.A. (2010): Empresa y Administración. Paraninfo.
- Burton, R. et al (2006). Organizational design, Cambridge University Press
- Bueno Campos, E. (2007): Organización de empresas. Estructura, procesos y modelos. Pirámide.
- Camisón, C. Roig, S, Torcal, R. (1993): Introducción a la Dirección y Organización de Empresas. Editorial AC.
- Casillas, J. C., Díaz, C., Vázquez, A. (2005): La gestión de la Empresa Familiar. Conceptos, casos y soluciones. Thomson.
- Certos, S. C. (2001): Administración moderna. Pearson Educación.
- Chiavenato, I. (2007): Introducción a la Teoría General de la Administración. McGraw-Hill.
- Claver C., E. Llopis T., J. Lloret Ll., M. Molina M., H. (1996): Manual de administración de empresas. Cívitas.
- Daft, R. L. (2014): Teoría y diseño Organizacional. Thomson Editores.
- Díez de C., J. Redondo, C. Barreiro, B. López, M<sup>a</sup> A. (2002): Administración de empresas. Dirigir en la sociedad del conocimiento. Pirámide.
- Donnelly, J. H. Gibson, J. L. Ivancevich, J. M. (1994): Dirección y Administración de empresas. Addison-Wesley Iberoamericana. USA.
- Faulkner, D. (1995): International strategic alliances, Mc Graw-Hill, London
- Galbraith, J. et al (2002). Designing dynamic organizations. Amacon: New York
- Galbraith, J, Kates, A. (2007). Designing your organization, Joh Wiley & Sons Inc.:San Francisco
- García del J., J. Casanueva, C. (2005): Fundamentos de Gestión Empresarial. Pirámide.
- Garrido, S; Castelló, E. (2015): La gestión de empresas en la sociedad del conocimiento. Editorial Universitas Internacional, S.L.
- Gómez-Mejías, L. R. Balking, D. B. (2003): Administración. McGraw-Hill.
- González, F. J. Creación de empresas. Guía para el desarrollo de iniciativas empresariales. Pirámide.
- Grant, R. M. (2014): Dirección estratégica: concepto, técnicas y aplicaciones. Cívitas.
- Hall, R. (1983): Organizaciones. Estructura y procesos. Prentice Hall, Mexico
- Johnson, G. Scholes, K., Whittington, R. (2006): Dirección Estratégica. Prentice-Hall
- Johnson, G & Scholes, K. (2008), Exploring corporate strategy, PrenticeHall: Padstow
- Johnson, G. et al (2006), Dirección estratégica, Pearson: Mexico
- Koontz, H. O'Donnell, C. y Weirich, H. (1990): Elementos de Administración. McGrawHill.
- Koontz, H. Weirich, H., Cannice, M. (2012): Administración. Una perspectiva global. McGraw-Hill.
- Lasserre, P.(2003), Global strategic management, Palgrave: Great Britain
- Maynar, P. (Coord.) (2007): La Economía de la Empresa en el espacio de educación superior. McGraw-Hill.
- Mintzberg, H. (1983), Structure in fives: designing effective organizations, PrenticeHall, London
- Mintzberg, H. Quinn, J. B. Ghoshal, S. (1991): El proceso Estratégico. Prentice-Hall
- Renau, J.J. Menguzzato, M. (1991): La Dirección Estratégica de la empresa. Ariel.
- Rocha Centeno, R. (1990): Estrategia Competitiva para Empresas. Trillas.
- Stoner, J. A. Freedman, R. E. Gilbert Jr., D. R. (1996): Administración. Prentice-Hall.

**Other course materials (other resources and complementary teaching materials)**

- 1. Printed means resources: digital documents, notes, photocopies, manuals, magazines, etc.
- 2. Audiovisual means resources: Videotape canyon, slides, videotapes, powerpoint, simulation software
- 3. Virtual means resources: websites, electronic mail, VIRTUAL CAMPUS Uex \*, etc.
- \* The Virtual Campus is used along the whole semester by the professors and its students. The professors will upload to the campus:
  - - The program of the course
  - - Slides that will be used in classes.
  - - Activities of continuous evaluation that students should carry out.
  - - News, cases that later will be developed in the classroom.
  - - The grades of the continuous evaluation
- Also, the professor evaluates, if applicable, the activities of continuous evaluation using the tools of the virtual campus.

On the other hand, the student will use the virtual campus for:

- To upload the activities of continuous evaluation that he/she has carried out, meeting delivery deadlines established for each activity by the professor in the campus.
- To contact the professor, to ask any question related with activities, cases, exams, notes, etc

**Office Hours**

Instructors:

María Cristina Barriuso Iglesias

Pedro Eugenio López Salazar

## Recommendations

It is important that student understands the need to complete his class notes with the study guide and with the basic and complementary bibliography. The professor will detail for each topic the most appropriate bibliographical material to use.

A daily constant dedication is suggested, doing a dailybrief review of the content imparted in classroom. Also, this will allow the student to develop without difficulty the study cases proposed. A positive and participative attitude during the development of the classes would facilitate the understanding of the subject and the capacity to interrelate concepts and variables.

In relation to the final exam, it is recommended that students does not study the subject in a "memory" way, but understanding the concepts the way they could apropiate them to solve the problems that face organizations.

Definitely, the student's daily implication with the subject, now more than ever, is fundamental to achieve the competences required.

Since the university life should be understood like a preparation for labor world, an appropriate behavior and discipline will be demanded: order and punctuality in class. Also it is specifically forbidden the use of celulars, laptops, tablets, netbooks, video cameras, photographic or similar cameras inside the classroom; also it is forbidden the ingestion of food or drink. The infraction of some of these aspects will be reason of immediate expulsion of the classroom. The repetition of this type of behaviors can motivate the permanent exclusion of classes during the academic course, without damage of undertaking other disciplinary measures inside established academic regulation.