

	TEACHING COORDINATION PROCEDURE		
	EDITION: 2ª	CODE: PCD_D002	

COURSE PROGRAM

Academic year 2019-2020

Identification and characteristics of the course			
Code	500015 School of Business and Economic Sciences	Credits ECTS	6 credits
Course name (Spanish)	Administración de la Empresa II		
Course name (English)	BUSINESS ADMINISTRATION II		
Degrees	Degree in Business Administration (DBA)		
Center	School of Business and Economics		
Semester	4º DBA	Character	Compulsory
Module	Business Administration		
Subject	Administration		
Lecturer			
Economic Sciences and Business School/Faculty			
Name	OFFICE	EMAIL	WEBSITE
Lidia ANDRADES	25	andrades@unex.es	https://unex.academia.edu/LidiaAndradesCaldito
AREA OF KNOWLEDGE	BUSINESS MANAGEMENT		
DEPARTMENT	Business Administration and Sociology		
COORDINATOR	LIDIA ANDRADES (BADAJOZ)		
COMPETENCES*			
<p>Generic and basic competences</p> <p>CG1 - Ability to identify and foreseen business problems, both private and public spheres</p> <p>CG2 - Ability to describe, rationalizing and analysing, any aspect of the business context</p> <p>CG3 - Ability to apply technical tools in order to analyse managerial and business issues, applying professional criteria</p> <p>CG6 - Ability for administrative, managerial and business performance</p> <p>CB1 - Students must have acquired, the ability for understanding the basic facts, information and skills of their knowledge area. Knowledge which generally parts from secondary school, and then is enhanced with aspects related with the forefront of their field of study.</p> <p>CB2 - Students must be able to: (i) apply their knowledge at their professional position; as well as (ii) demonstrate problem solving skills, by providing critical arguments proper of their field of knowledge</p> <p>CB3 - Ability to gather and interpret relevant data (usually within their study area) to make judgments that include a reflection over relevant social, scientific, and ethical issues.</p> <p>CB4 - Ability for presenting information, ideas, problems and solutions in front of specialized</p>			

	TEACHING COORDINATION PROCEDURE		
	EDITION: 2 ^a	CODE: PCD_D002	

and non-specialized audiences
 CB5 - Ability for independent learning and for initiating further studies with a high degree of autonomy

Transversal competences

- CT1 - Ability for management, analysis and synthesis
- CT2 - Ability for organization and planning
- CT3 - Oral and written communication skills, in their mother tongue language
- CT6 - Ability to analyse and gather information from diverse sources
- CT7 - Ability for problem solving
- CT9 - Ability for team-work
- CT14 - Ability to develop critical and self-critical thinking
- CT15 - Ability to exhibit ethical commitment at work
- CT17 - Ability for independent learning
- CT18 - Ability for adaptation at new situations
- CT21 - Entrepreneurship skills
- CT24 - Respect for democratic values, and ability to promote them as well as coeducation

Specific Competences

CE10- Learning and knowledge about the empirical application of basic aspects related to business administration theories.

Contents

Course Outline

Decision making. Strategic planning and monitoring. Motivation. Communication. Team work.

Course syllabus

Lesson 1: Introduction to business administration II.

Contents of lesson 1: Complex environment where firms act. Competence and skills that managers must have.

Description of the practical activities of lesson 1: personality test, team building activities, emotional intelligence.

Lesson 2: New trends in Business Administration.

Contents of lesson 2: Impact of information and communication technologies over firms strategies.

Description of the practical activities of lesson 2: online retailing strategies: main issues

Lesson 3: Decision making

Contents of lesson 3: Decision making models. Cognitive biases.

Description of the practical activities of lesson 3: Neuro science, algorithms for decision making vs managers' intuition. Thinking fast and slow.

Lesson 4: Strategic planning

Contents of lesson 4: Strategic planning process. Writing strategic Plans. Corporative & Competitive strategies.

Description of the practical activities of lesson 4: Analysis of a strategic plan: NETOUR project.

Lesson 5: Control

Contents of lesson 5: Selecting best indicators to assess the plan implementation. Balanced scorecard.

	TEACHING COORDINATION PROCEDURE		
	EDITION: 2 ^a	CODE: PCD_D002	

Description of the practical activities of lesson 5: case study: identifying why a firm is not reaching the agreed objectives.

Lesson 6: Negotiation and communication

Contents of lesson 6: Skills for good communicators. Barriers for good communication. Communication channels. Strategies for conflict management.

Description of the practical activities of lesson 6: designing the strategy for communicating the tasks organization to a work team.

Lesson 7: Incentives and motivation

Contents of lesson 7: Internal and external factors explaining employees' motivation. Designing effective incentive programs: aspects you must address.

Description of the practical activities of lesson 7: Case study: Google: how you may get involved your employees.

Lesson 8: Leadership

Contents of lesson 8: Historical prospect of leadership: main theories in last century. How to become an effective leader.

Description of the practical activities of lesson 8: Situational leadership: what would you do in a situation like "this"?

Lesson 9: Work team management

Contents of lesson 9: Designing work teams: aspects you would have to consider. Leading work teams. Monitoring work teams' performance.

Description of the practical activities of lesson 9: appraising the work team performance, evaluation of the "in class" experience.

Educational activities *

Student workload in hours by lesson		Lectures	Practical activities				Monitoring activities	Homework
Lessons	Total	L	HI	LAB	COM	SEM	SGT	PS
1. Introduction	9	3				1		5
2. Trends	10	4				1		5
3. Decision Making	18	6				2		10
4. Strategic Planning	25	8				2		15
5. Control	13	4				1		8
6. Negotiation & communication	13,5	4				1,5		8
7. Incentives & Motivation	13,5	4				1,5		8
8. Leadership	13,5	4				1,5		8
9. Work team management	13,5	4				1,5		8
Assessment **	26	4				2		20
TOTAL	150	45				15		90

L: Lectures (100 students)

HI: Hospital internships (7 students)

LAB: Laboratory or field practices (15 students)

COM: Computer room or language laboratory practices (30 students)

SEM: Problem classes or seminars or case studies (40 students)

SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials)

** Indicate the total number of evaluation hours of this subject.

	TEACHING COORDINATION PROCEDURE		
	EDITION: 2 ^a	CODE: PCD_D002	

PS: Personal study, individual or group work and reading of bibliography

Teaching methodologies

1. Lecturer's presentations addressing theoretical concepts, problem solving activities, and case study.
2. Problem-solving activities at the classroom, promoting students' cooperative team work in order to achieve accurate solutions applying the theoretical concepts presented by the lecturer.
3. Participation in cooperative activities, based upon digital resources and tools available at the virtual campus of the subject.
4. Monitoring activities to asses students' learning .

Learning outcomes

- Awareness about the main features of the competitive environment where organizations and firms develop their activities.
- Understand how organization functions and how contingencies affect their activities and decision making.
- Provide students with a sound understanding about how business design, structure and culture ae important tools when achieving the firms objectives.
- Provide methodological tools for analysing the different type of problems that organizations must face
- Stimulate in the students the acquisition of critical skills which allow them to provide effective answers to the challenges that organizations must face.
- Understand the administrative process in the sphere of business management
- Understand the foundations of the managerial process at organizations
- Understand the management of administrative processes.
- Achieve a sound understanding of the environment where organizations implement their activities.
- Understand the evolving environment and the innovation processes at organizations

Assessment systems *

Continuous evaluation: This type of evaluation involves attendance to weekly classes.

The final mark results from weighting of the following aspects:

- a) **Written exam:** 70% of the final mark
- b) **Practical activities:** 30% of the final mark

Bibliography (basic and complementary)

MAIN REFERENCES

- Hellriegel D., Jackson S., Slocum J.: Management. Thompsom, 2012.
- Jones, G.: Understanding and managing organizational behaviour. Pearson, 2013.
- Jones, G., George, J.: Contemporary management, McGraw Hill, 2010. 6th Edition

	TEACHING COORDINATION PROCEDURE		
	EDITION: 2 ^a	CODE: PCD_D002	

- Robbins & Coulter.: Management, Prentice Hall, 2012. 11st edition.

Regardless the students' hand notes, the lecturer's explanations and other supplementary readings suggested by the lecturer, students should prepare and study the topics of this subject with the bibliographic support provided at the chapters of handbooks detailed below:

SUPPLEMENTARY REFERENCES

- Blundel, R. & Lockett, N. (2011). Exploring Entrepreneurship. Oxford University Press. Oxford. United Kingdom.
- Boddy, D. (2008). Management: An Introduction, 4th ed., Prentice Hall.
- Daft, R.L. (2011). Management. Cengage Learning. Robbins, S.P. & Coulter, M. (2014). Management. Pearson.
- Scarborough, N. M. (2013). Essentials of Entrepreneurship and Small Business Management. Prentice Hall. ISBN-10: 0132666790.
- Taylor, B.W. (2012). Introduction to Management Science (11th Edition). Prentice Hall.

Other resources and complementary educational materials

1. Printed media and resources: digital documents, notes, photocopies, manuals, magazines, press, etc.
2. Media and audio-visual resources: Video cannon, slides, videos, powerpoint, simulation software.
3. Virtual media and resources: Websites, email, UEX VIRTUAL CAMPUS *, within others.

* The Virtual Campus is used throughout the semester, both teacher and students. At this virtual space, students may find:

- The syllabus of the course and its different modules.
- The slides presented at the classroom.
- Monitoring activities that students must complete.
- Pieces of news, cases, etc., which support the explanations in class.
- Students marks during the course and at the end of the course.

Students may use the Virtual Campus to get in touch with the lecturer, as well as to upload the reports they elaborate when implementing the different activities proposed by the lecturer across the semester.