



Universidad
de Huelva

Escuela Técnica Superior de Ingeniería

GENERAL SPECIFICATIONS

2024-25

MASTER UNIVERSITARIO EN INGENIERÍA INDUSTRIAL

Subject Data

Name:

Administración y Gestión de Empresas

English name:

Business administration and management

Code:

1140301

Type:

Compulsory

Hours:

	Total	In class	Out class
Time distribution	125	50	75

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
4	1	0	0	0

Departments:

Business Management and Marketing

Knowledge areas:

Business organization

Year:

1º

Semester

1º

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TEACHING STAFF

Name:	E-mail:	Telephone
Nuria Toledano	toledano@dem.uhu.es	959 217539

Others Data (Tutoring, schedule...)

Tutoring: Tuesday and Wednesday: 15:30h-17:30h; Thursday: 9:30h-11:30h

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SPECIFIC INFORMATION OF THE COURSE

I. Contents description:

1.1 In English:

Business philosophy. Business context: globalisation and the current economic, social and environmental situation. Business ethics and business culture. Innovation in business and new business models (circular economy, economy of the common good, sustainable economy, blue ocean strategies, etc.). Business leadership. Costs.

1.2 In Spanish:

Filosofía de la empresa. Contexto empresarial: globalización y situación económica, social y medioambiental actual. Ética empresarial y cultura empresarial. Innovación en la empresa y nuevos modelos de negocio (economía circular, economía del bien común, economía sostenible, estrategias de océano azul, etc.). Liderazgo empresarial. Costes.

2. Background:

2.1 Situation within the Degree:

This subject is aimed at acquiring a global vision of the business and its environment in the current context; its opportunities and key aspects for its development in a global.

2.2 Recommendations

Some previous knowledge in the functional areas of the business.

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3. Objectives (as result of teaching):

H-D13. At the end of the course, students are expected to have developed general analytical skills that enable them to think critically about the problems businesses are currently facing. Moreover, they will have acquired a broad perspective of the economic and social environment in which business activity takes place today, which will help them to appreciate more fully the advantages and disadvantages of different business models. Students are also expected to have developed leadership, communication, argumentation and decision-making skills.

C-13. Students are expected to have knowledge related to business philosophy; business context; globalisation and the current economic, social and environmental situation; business ethics and business culture; business innovation and new business models (circular economy, economy of the common good, sustainable economy, blue ocean strategies, etc.), entrepreneurial leadership; costs and costs of doing business; and the role of business in the economy.

4. Skills to be acquired

4.1 Specific Skills:

CEG01: Knowledge and skills for organizing and managing businesses.

CEG02: Knowledge and strategic skills for planning in the framework of organizational structures

CEG04: Knowledge for finances and costs.

4.2 General, Basic or Transversal Skills:

CB7: Know how to apply the acquired knowledge and problem-solving skills in new or unfamiliar settings within broader (or multidisciplinary) contexts related to their area of study.

CB8: Be able to integrate knowledge and face the complexity of making judgements from information that despite being incomplete or limited include reflections on the social and ethical responsibilities associated with the application of their knowledge and judgements.

CG03: Students should be able to manage multidisciplinary teams.

CG06: Students should be able to manage projects from a technical and economical perspective, as well as facilities, plants, business and technological centers.

CG07: Students should be able to develop functions of management in businesses.

CG05: Students should be able to develop strategic plans and to apply them to constructive, production, quality and environmental systems.

CT3: To develop an attitude and aptitude for the permanent search for excellence in academic and future professional academic work and in future professional practice.

TC1: Adequately manage the information acquired, expressing advanced knowledge and demonstrating, in a scientific and technological or highly specialized research context, a detailed and grounded understanding of the theoretical and practical aspects and of the methodology of work in the field of study.

TC2: Master the academic and professional project, having developed sufficient autonomy to participate in research projects and collaborate in the field of research within their subject area, in interdisciplinary contexts and, where appropriate, with a high component of knowledge transfer.

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5. Training Activities and Teaching Methods

5.1 Training Activities:

- Theory sessions on the content of the program.
- Problem Solving Sessions.
- Activities Academically guided by the Faculty: seminars, conferences, development of works, debates, collective tutorials, evaluation activities and self-evaluation.
- Assessment and Self-Assessment Activities
- Individual/Autonomous Student Work

5.2 Teaching Methods:

- MD1 Participative Master Class
- MD4 Problem solving and practical exercises.
- MD5 Individual or group tutorials. Direct teacher-student interaction
- MD6 Proposal, Realization, Tutoring and Presentation of Works
- MD7 Lectures and Seminars
- MD8 Assessments and Exams

5.3 Development and Justification:

Throughout the course, academic theory sessions will be developed with an exposition of the basic concepts and issues of the subject. and basic issues of the subject. Reading, debate and presentations by students on current issues will be encouraged. students on current issues; work in small groups will be promoted on specific cases of companies that may provide lessons specific cases of companies that can provide lessons related to the topics covered in the academic sessions. academic sessions.

The competences that will be worked on with each specific methodology are: Master class (CEG01, CEG02, CEG04); Problem solving and practical exercises (CB7); Individual or group tutorials (CB7, CB8). Direct teacher-student interaction (TC1, TC2); Planning, carrying out, tutoring and presentation of work (CB8, CT3, CG06); Assessments and exams (CG03, CG07, CG05).

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6. Detailed Contents

1. Introduction approaches to economics and business
 - Economy and economic models
 - Business philosophy
 - Organisational purposes
2. The business context: the firm in a global economy
 - On globalisation: current and historical overview
 - On the current economic, social and environmental situation
3. Business ethics / business culture
 - Business ethics: concept and importance
 - Entrepreneurial, social and ethical culture
 - Morals, ethics and practical wisdom as basic principles for entrepreneurial culture
4. Innovation in business and new business models
 - Innovation in business: types
 - Innovation in business models: circular economy, economy of the common good, sustainable economy and others.
5. Entrepreneurial leadership
 - Leadership principles in the current context.
 - Leadership styles and leadership perspective: business decision making and corporate governance.
6. Costs
 - Business as an instrument to reducing costs
 - Typology of costs: opportunity costs, government costs, transaction costs, ecological and environmental costs.

7. Bibliography

7.1 Basic Bibliography:

- Melé, D. (2024). The humanistic person-centered company. Conceptual foundation. Springer.
- Melé, D. (2019). Business ethics in action: Managing Human Excellence in Organizations. Bloomsbury Academic.
- Silva, F. (2023). Gobierno corporativo: Integridad y transparencia (Corporate government: Integrity and transparency).
- Thaler, Richard (2015). Misbehaving: The Making of Behavioural Economics, Penguin Books.

7.2 Additional Bibliography:

- Bash, M.D. (2002). Customer culture: How Fedex and other great companies put the customer first every day.
- Block, P. (2023). Activating the common good: reclaiming control of our collective well-being.
- Kahneman, D. (2011). Thinking, fast and slow. Penguin Books. London
- Melé, D. and González Cantón, C. (2014). Human foundations of management.
- Melé, D. and González Cantón, C. (2015). Fundamentos antropológicos de la dirección de empresas (antropological foundations of business management). Astrolabio Economía.
- Ostrom, E. (2016). Governing the commons. Cambridge University press.
- Poon Tip, B. (2013). Looptail: How one company changed the world by reinventing business. Business Plus
- Sen, A. (1987). On Ethics and Economics. Oxford: Blackwell.
- Thaler, R. and Sustein, C. (2021). Nudge: The final edition. Penguin Publishing Group.
- Additional research articles for the topics of the subject.

ANEXO I

8. Systems and Assessment Criteria

8.1 System for Assessment:

- Exam theory/cases/problems
- Presentations of assignments (personal and/or group work).
- Individual student's follow-up

8.2 Assessment Criteria and Marks:

8.2.1 Examinations Convocatory I

Continued evaluation:

- Exam theory/cases/problems. 25% (CEG01, CEG02, CG04)
- Presentations of assignments (personal and/or group work): 50% (CB7, CB8, CG03, CG05, CG06, CG07)
- Individual student's follow-up: 25% (TC1, TC2, CT3)

8.2.2 Examinations Convocatory II

- Exam theory/cases/problems. 50% (CEG01, CEG02, CG04)
- Presentations of assignments (personal and/or group work): 50% (CB7, CB8, CG03, CG05, CG06, CG07, TC1, TC2, CT3)

8.2.3 Examinations Convocatory III

- Exam theory/cases/problems. 50% (CEG01, CEG02, CG04)
- Presentations of assignments (personal and/or group work): 50% (CB7, CB8, CG03, CG05, CG06, CG07, TC1, TC2, CT3)

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8.2.4 Extraordinary Convocatory

- Exam theory/cases/problems. 50% (CEG01, CEG02, CG04)
- Presentations of assignments (personal and/or group work): 50% (CB7, CB8, CG03, CG05, CG06, CG07, TC1, TC2, CT3)

8.3 Single Final Evaluation:

- Final exam 100%