



Management and
organization of
companies
Master in Business
Administration (MBA)
2020/2021



UNIVERSIDAD
NEBRIJA

TEACHING GUIDE

Subject: Management and organization of companies

Title: Master in Business Administration (MBA)

Academic Course: 2020-2021

Character: Formative complement

Language: Spanish/English

Modality: Face-to-face/Blended/Distance

Credits: 6 ECTS

Semester: 1º

Teachers/Teaching Team: Prof. Mr. Jorge Colvin Díez PhD / Prof^a. Mrs. Marina Mattera Emilse PhD / Prof^a. Mrs. María Teresa González Mac Dowell

1. COMPETENCES AND LEARNING OUTCOMES

1.1. Competences

CF2. Be able to apply the knowledge acquired in decision making.

CF3. Know the organizational and structural models in the modern company.

CF4. Know the managerial functions, and styles and models of management.

CF7. Solve problems of direction and management in the business environment.

1.2. Learning Outcomes

- Know and understand the organization of a company with its most common departments, and the key elements of its management.

2. CONTENTS

2.1. Previous requirements

None.

2.2. Description of the contents

- Approach to the study of the company as an organization. In a first stage, the individual is studied, the determinants of his behavior and level of performance. Subsequently, relations are analyzed at the group level, dynamics of power and influence, leadership, conflict management, etc. Finally, it gives a review to the organizational configurations, structures, organigrams and processes that take place in the scope of every organization.
- Throughout the course, the student will adopt a global vision of the business organizations, both from the individual and group perspective, acquiring an extensive training on the management and organization of the same.

2.3. Teaching methodologies

During the course, activities, practices, reports or projects may be developed in which students show examples of application of the methods and techniques developed in the formative complement.

2.4. Formation Activity:

Formation Activity

Modality Face-to-face:

CAF1. Theoretical classes: These are face-to-face sessions in which the methodology of the lecture is used with the support, where appropriate, of the appropriate computer tools for the explanation of the theoretical concepts and the techniques applicable to the creation of companies.

CAF2. Tutorials: Personalized monitoring of the student through the individual resolution of doubts and problems of the subject, as well as the monitoring of their active participation in teamwork.

CAF3. Student's personal work (individual study and exercises): Reading and reviews of articles and research works of interest and current affairs. Reading and resolution of practical cases. Organization of individual and team work.

CAF4. Teamwork: The students, organized into work teams, will select a business idea and present practical and original work in each of the entrepreneurship subjects.

Modality Blended:

CAF5. Theoretical distance classes: The didactic contents of the subject are positioned in the Advanced Virtual Campus, in the section of "Training itineraries". These contents are illustrated with videos and graphics that make it more enjoyable for students to read and study. In the "Documentation" section, the same texts are integrated but without animations, so that the students can print them, if they wish. This is completed with tutorials with the teacher and by videoconference, at the established times and dates.

CAF6. Distance tutorials: Personalized monitoring of the student taking advantage of the technological resources of the Virtual Campus.

CAF3. Student's personal work (individual study and exercises): Reading and reviews of articles and research works of interest and current affairs. Reading and resolution of practical cases. Organization of individual and team work.

CAF4. Group work: The students, organized into work teams, will select a business idea and present practical and original work in each of the entrepreneurship subjects.

Modality Distance:

CAF5. Theoretical distance classes: The didactic contents of the subject are positioned in the Advanced Virtual Campus, in the section of "Training itineraries". These contents are illustrated with videos and graphics that make it more enjoyable for students to read and study. In the "Documentation" section, the same texts are integrated but without animations, so that the students can print them, if they wish. This is completed with tutorials with the teacher and by videoconference, at the established times and dates.

CAF6. Distance tutorials: Personalized monitoring of the student taking advantage of the technological resources of the Virtual Campus.

CAF3. Student's personal work (individual study and exercises): Reading and reviews of articles and research works of interest and current affairs. Reading and resolution of practical cases. Organization of individual and team work.

CAF4. Group work: The students, organized into work teams, will select a business idea and present practical and original work in each of the entrepreneurship subjects.

Modality Face-to-face:

Formation Activity	Hours	Percentage of presence AF
CAF1	42,9	100%
CAF2	12,9	100%
CAF3	77,2	25%
CAF4	17,2	0%

Modality Blended:

Formation Activity	Hours	Percentage of presence AF
CAF5	42,85	0%
CAF6	12,85	0%
CAF3	79,3	25%
CAF4	15	0%

Modality Distance:

Formation Activity	Hours	Percentage of presence AF
CAF5	42,9	0%
CAF6	12,9	0%
CAF3	81,5	0%
CAF4	12,9	0%

Teaching methodologies:

Modality Face-to-face: MD1; MD2; MD3; MD4

Modality Blended: MD1; MD2; MD3; MD4

TEACHING METHODOLOGIES OF THE PROPOSED TITLE

MD1	Case Method	Case Method Methodology centered on the student's research on a real and specific problem that helps the student to acquire the basis for an inductive study (Boehrer, & Linsky, 1990). Part of the definition of a specific case so that the student is able to understand, know and analyze the entire context and the variables that intervene in the case.
MD2	Cooperative Learning	Cooperative Learning Methodology based on student teamwork. Includes techniques in which students work together to achieve certain common goals for which all team members are responsible.
MD3	Problem Based Learning (PBL)	Problem-Based Learning (PBL) Methodology focused on learning, on research and reflection that students follow to reach a solution or possible solutions, when faced with a problem.
MD4	Master class	Master class Teaching methodology focused on the transmission of knowledge by the teacher. Presentation of content before students, who have the opportunity to ask.

Modality Distance: MD1; MD2; MD3; MD4

3. EVALUATION SYSTEM

3.1. Grading system

The final grading system will be expressed numerically as follows:

0 - 4.9 Fail (SS)

5.0 - 6.9 Pass (AP)

7.0 - 8.9 Notable (NT)

9.0 - 10 Excellent (SB)

The mention of "academic honors" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Code	Evaluation System	Description
SE1	Development in individual work	Student performance in individual work in solving exercises or cases
SE2	Development in group work	Student performance in group work in solving exercises or cases
SE3	Final face-to-face test/exam	Face-to-face final test/exam

Modality Face-to-face:

To successfully pass any subject, the student must pass the final exam in person. That is, in the final exam, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	25	25
SE2	25	25
SE3	50	50

Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	50	50
SE2	0	0
SE3	50	50

Modality Blended:

Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	35	35
SE2	15	15
SE3	50	50

Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	50	50
SE2	0	0
SE3	50	50

Modality Distance:

Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	40	40
SE2	10	10
SE3	50	50

Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	50	50
SE2	0	0
SE3	50	50

In any case, passing any subject, without exception, for the three modalities is subject to passing the corresponding final face-to-face test/exams.

3.3. Restrictions

Minimum qualification

To successfully pass any subject, the student must pass the final exam in person. That is, in the final exam/test, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

Assistance

The student who, unjustifiably, fails to attend more than 25% of the face-to-face classes may be deprived of the right to take the exam in the ordinary call.

Writing rules

Special attention will be paid in the written assignments, practices and projects, as well as in the exams/test both the presentation and the content, taking care of the grammatical and spelling aspects. Failure to comply with the acceptable minimums may result in points being deducted in said work.

3.4. Plagiarism warning

The Antonio de Nebrija University does not tolerate plagiarism or copying under any circumstances. Plagiarism is considered the reproduction of paragraphs from texts of authorship different from that of the student (Internet, books, articles, work of colleagues ...), when the original source from which they come is not cited. The use of quotes cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Misconduct and the sanction provided for in the Student Regulations may be applied.

4. BIBLIOGRAFY

Basic Bibliografy

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- Gates, B. (1996). Camino al futuro. Madrid: Ed. McGraw Hill. (2ª edición).
- Huete, L.M. (1997). Servicios y beneficios. Ed. Deusto.
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- Semler, R. y López de Arriortúa, J.I. (1997). Tú puedes. Ed. LID 2 010.