COURSE PROGRAM

Academic year 2020-2021

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	4° 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		
DEAPARTMENT	Business Administration and Sociology		
COORDINATOR	LIDIA ANDRADES (BADAJOZ)		
COMPETENCIES*			

Generic and basic competences

CG1 - Ability to identify and foreseen business problems, both private and public spheres

CG2 - Ability to describe, rationalizing and analysing, any aspect of the business context

CG3 - Ability to apply technical tools in order to analyse managerial and business issues, applying professional criteria

CG6 - Ability for administrative, managerial and business performance

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.

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

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.

CB4 - Ability for presenting information, ideas, problems and solutions in front of specialized

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 contents

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: **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 3: **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 4: **Control**
Contents of lesson 5: Selecting best indicators to assess the plan implementation. Balanced scoredcard.
Description of the practical activities of lesson 5: case study: identifying why a firm is not reaching the agreed objectives.

Lesson 5: **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 6: 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 7: 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 8: 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.

Lesson 9: Trends in Business Administration.

Contents of lesson 2: Crisis Management: Crisis phases and managerial implications.

Description of the practical activities of lesson 2: Designing a Crisis Management Plan.

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. Decision Making	18	6				2		10
3. Strategic Planning	25	8				2		15
4. Control	13	4				1		8
5. Negotiation & communication	13,5	4				1,5		8
6. Incentives & Motivation	13,5	4				1,5		8
7. Leadership	13,5	4				1,5		8
8. Work team management	13,5	4				1,5		8
9. Trends in BA	10	4				1		5
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)

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

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

Teaching methodologies

1. Lecturer's presentations addressing theoretical concepts, problem solving activities, and case study. Lectures may be presented online, using Microsoft Team software if needed.
2. Problem-solving activities at the classroom, or at the virtual 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. Those activities may be implanted online if needed.
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 methods *

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

The final mark results from weighting of the following aspects:

 a) **Test exams:** 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
- 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 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.