

## BASIC DETAILS:

<b>Subject:</b>	BUSINESS WORKSHOP II		
<b>Id.:</b>	32270		
<b>Programme:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
<b>Module:</b>	MÓDULO TRANSVERSAL		
<b>Subject type:</b>	OBLIGATORIA		
<b>Year:</b>	3	<b>Teaching period:</b>	Primer Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	70	<b>Individual study:</b>	80
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	GOTH , PETER JOHN (T)	<b>Email:</b>	pgoth@usj.es

## PRESENTATION:

This module is designed as a continuation of Business Workshop I, but the focus is on the financial aspects (Business Plan). It is a project-based course that aims to give the students the required background to face their Final Degree Project in year 4.

The course, which is lecture and tutorial based, will provide the student with broad perspective of corporate business in a dynamic and unstable economic environment. It will address the uncertainty and the challenges of the traditional corporate environment created by inadequate corporate governance and by society's changing expectations and perceptions of the corporation that have resulted from the recent catastrophic economic upheavals.

The course will further discuss the natural environmental impact by enterprise and the social and economic implications of the multinational corporation. This will be achieved by 1. reviewing the traditional corporation; 2. addressing the challenges of creating a new venture; and 3. looking at the international financing of the multinational corporation.

The course will be of practical use for the student providing knowledge and familiarity of business problems (Business Planning), develop the analytical skills to decipher the problems incurred (Opportunity Screening); determining the business plan (Improved Decision-Making and Rationality in Decision-Making); presentation of their opportunity and business plan (Development of Communication and Interpersonal skills)

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement.
	G04	Use of information and communication technologies.
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G06	Ability to incorporate ethical principles into the professional culture, giving priority to ethical commitment to customers and society.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G09	Oral and written communication in English in academic and professional contexts.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G12	Ability to incorporate scientific research and evidence-based practice as a professional culture, updating knowledge and skills continuously.
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.
	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.

	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
<b>Specific programme competences</b>	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E13	Know the decision making processes in terms of policy and business strategy.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
<b>Learning outcomes</b>	R01	Knowledge and familiarity with the problems
	R02	Development of analytical skills
	R03	Improved decision-making
	R04	Rationality in decision-making.
	R05	Development of communication and interpersonal skills.

#### PRE-REQUISITES:

Having passed Business Workshop I and Accounting courses is recommended.

#### SUBJECT PROGRAMME:

##### Subject contents:

<b>1 - Corporate Purpose and Focus</b>
1.1 - Traditional Corporate Goals (maximization of Corporate Wealth)
1.2 - Growth of Social Enterprise
<b>2 - New Venture Creation</b>
2.1 - The characteristics of a successful business venture
2.2 - The Entrepreneurial Process
2.3 - Opportunity Screening and Assessment
2.4 - The development of the Business Plan
<b>3 - The Entrepreneurial Team and Financing</b>
3.1 - The Entrepreneurial Manager
3.2 - New Venture Financing
3.3 - Cash-flow Analysis
<b>4 - The Business Environment</b>
4.1 - International Finance and the International Monetary System
4.2 - Balance of Payments and the Foreign Exchange Market
4.3 - International Banking and the International Money Market
4.4 - International Bonds and Equity Markets
4.5 - The Multinational Corporation and Corporate Governance around the World

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

#### TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

##### Teaching and learning methodologies and activities applied:

The main methodologies used in this course will be:

- Theoretical presentation of the main aspects of the subject (master class). These explanations will be accompanied by practical exercises to reinforce the knowledge. In any case, the active participation of students will always be encouraged. Case/ Project presentations may be required

- Case Studies (in and out of class).

- Project work (in and out of class).

- Tutorial (individual sessions)

#### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	34
	Practical exercises	10
	Practical work, exercises, problem-solving etc.	12
	Coursework presentations	6
	Assessment activities	8
<b>Individual study</b>	Tutorials	6
	Individual study	48
	Individual coursework preparation	12
	Group coursework preparation	8
	Research work	6
<b>Total hours:</b>		150

#### ASSESSMENT SCHEME:

##### Calculation of final mark:

Written tests:	60 %
Individual coursework:	25 %
Group coursework:	15 %
<b>TOTAL</b>	<b>100 %</b>

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

#### BIBLIOGRAPHY AND DOCUMENTATION:

##### Basic bibliography:

TIMMONS, Jeffrey A, y SPINELLI, Stephen. New Venture Creation: Entrepreneurship for the 21st Century: McGraw-Hill/Irwin, 2007.
EUN Cheol, y RESNICK, Bruce. International Financial Management, 7ª Ed. McGraw-Hill Education, 2014

##### Recommended bibliography:

HITT, Michael A., et al. Management. Pearson New International Edition, 3/ E. UK: Pearson, 2012.
JOHNSON, G. et al. Fundamentals of Strategy. Prentice Hall - Pearson, 2015
BREALLY, Richard; MYERS, Stewart; MARCUS, Alan. Fundamentals of Corporate Finance. McGraw-Hill. 2014. 8th Edition.
COPELAND, Thomas E.; WESTON, J. Fred; SHASTRI, Kuldeep. Financial Theory and Corporate Policy. Pearson. 2005. 4th Edition.

##### Recommended websites:

Bloomberg	<a href="http://www.bloomberg.com">www.bloomberg.com</a>
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Bolsas y Mercados Españoles	<a href="http://www.bolsasymercados.es">www.bolsasymercados.es</a>
Expansión	<a href="http://www.expansion.com">www.expansion.com</a>
Servicio de Información Empresarial ARDAN	<a href="http://www.ardan.es">www.ardan.es</a>
Forbes	<a href="http://www.forbes.com">www.forbes.com</a>
The Economist	<a href="http://www.theeconomist.com">www.theeconomist.com</a>