

BASIC DETAILS:

Subject:	BUSINESS WORKSHOP I		
Id.:	32260		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Module:	MÓDULO TRANSVERSAL		
Subject type:	OBLIGATORIA		
Year:	2	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	68	Individual study:	82
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	FERNANDEZ CASTRO, ALEJANDRO MANUEL (T) KELLY, WILLIAM AIDAN	Email:	amfernandezc@usj.es wkelly@usj.es

PRESENTATION:

This module is a project-based course. Business projects are extremely important in modern organisations. Firms need constantly business plans when they want to expand or introduce new products or services in the market. To ensure that such operations will be successful, firms need to set up teams of experts which will evaluate the market potential for some new products and coordinate all the functions of the organisation so that all possible risks of failure are eliminated. For this reasons, team members need to show experience, ability to collect and interpret appropriate information, and communicate with the basic functions of their company.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	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).	
	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.	
	Specific programme competences	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.	

Learning outcomes	R01	Express themselves effectively in English in a business environment
	R02	Prepare for a presentation in English
	R03	Work as a member of a group to solve business challenges
	R04	Use vocabulary and fluency in English
	R05	Analyse a business problem and provide constructive solutions
	R06	Prepare a business plan.

PRE-REQUISITES:

SUBJECT PROGRAMME:

Subject contents:

1 - Business Areas
1.1 - Human Resources
1.2 - Operations
1.3 - Logistics
1.4 - Finance
1.5 - Marketing
1.6 - Research and Development
2 - Strategy
2.1 - Process
2.2 - External Analysis - Environment
2.3 - Internal Analysis - Resources and Competences
2.4 - Strategic Choice

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. 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
- Tutorial hours
- Individual cases.
- Group project.
- Final exam.

GROUP PROJECT

Each student will prepare a **Strategic Analysis Document** for a company of his choice. In order to obtain sufficient information, it is suggested that the student considers a publicly traded company.

The **format** of the Strategic Analysis Document must be:

1. Cover Page: Title, Date and Authors.

2. Table of Contents.
3. Executive Summary (Key elements and findings; maximum 1 page)
4. Issues and Outlook Profile: This section should broadly address only the most important issues confronting the firm. Has the firm been successful? Why? Could the firm be successful? Very broadly, where is the firm headed? Be mindful of who your "audience" is. The "executives" of the firm are in the audience and are already knowledgeable about the firm.
6. External Analysis: Which environmental forces are most likely to influence the firm's actions and future performance: international competitive, economic, political, cultural, technological, or legal forces or actors? Who are the firm's present/ future customers? Competitors? Use these questions to develop list of opportunities and threats and briefly discuss why each are important.
7. Internal Analysis: Identifies the principal resources and capabilities needed to compete effectively in your area of business and evaluates your organization's resources and capabilities in terms of
8. Strategy Implications from the analysis: How can the organization exploit its strengths more effectively? What should be done about weaknesses?
9. Action Plans: This section comprises the largest, most important single section of the paper and should be given the most weight and attention. The best action plan is likely to be broken up into discrete, identifiable components and sub-sections. Each component of the overall action plan should contain the following: a label for each strategic action, a set of specific tasks to be carried out, justifications, a brief description of new resources required/ to be developed, and a brief description as to how this action component will contribute to the attainment of one or more of the goals of the company.
10. References
11. Appendices

Your report is expected to be clear and concise. The **maximum length** of the report is **20 pages (double spaced in 12 point)**, excluding cover sheet, statements, table of contents, executive summary, references and appendices. Length is not an indicator of quality

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	28
	Practical work, exercises, problem-solving etc.	28
	Coursework presentations	12
Individual study	Individual study	20
	Individual coursework preparation	16
	Group coursework preparation	10
	Project work	36
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	20 %
Group coursework:	30 %
Final exam:	50 %
TOTAL	100 %

*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:

JOHNSON, G. et al. Fundamentals of Strategy. Prentice Hall - Pearson, 2015
HITT, Michael A., et al. Management. Pearson New International Edition, 3/ E. UK: Pearson, 2012.

Recommended bibliography:

BODDY, David. Management: an Introduction. London: Prentice Hall, 2010.
BRATTON, John. Introduction to Work and Organisational Behaviour. Palgrave Macmillan, 2015.
BROWAEYS, Marie-Joelle, and PRICE, Roger. Understanding Cross Cultural Management. Pearson, 2014.
GRANT, Robert M. Contemporary strategy analysis. Blackwell Publishing, 2015.
MULLINS, Laurie J. Management and Organisational Behaviour. FT Publishing International, 2013
ROBBINS, Stephen P., and JUDGE, Timothy A. Essentials of Organizational Behaviour, Global Edition. NJ: Pearson - Prentice Hall, 2015.
STEERS, Richard M. et al. Management Across Cultures: Challenges and Strategies. Cambridge University Press, 2011.

Recommended websites:

Expansión	www.expansion.com
Bolsas y Mercados Españoles	www.bolsasymercados.es
Servicio de Información Empresarial ARDAN	www.ardan.es
The Economist	www.theeconomist.com
Bloomberg	www.bloomberg.com
Forbes	www.forbes.com