

Introduction to Business Administration

Knowledge Area: Social Sciences

Professor: Prof. Dr. D. Enrique Antón de las Heras

Semester: 1st

Credits: 3

Hours: 20

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED:

The course *Introduction to Business Administration* provides students with an overview of the key elements of the field of business administration so that he or she can start thinking as a business manager.

Students will be able to:

- Understand the challenges faced by companies and the solutions that they can use to deal with these challenges.
- Understand the five key areas of business administration: environment, planning, organizing, leading and controlling.
- To distinguish different areas of expertise in the field of Business Administration: Direction, Finances, Investments, Business development, Marketing, etc.
- Develop analytical skills to identify the interaction between the functional areas in management, organization, management practices and the business environment.
- To identify the role of companies in national and international Economy and how they adapt to different economic situations.

PROGRAM:

1. Introduction. The Firm. The nature of the firm. Types of firms.
2. The objectives of the firm. A firm's mission statement. The objectives of the firm and value creation.
3. The profesional environment. The macro-environment. The industrial environment.

4. Entrepreneurship and management. The functions of management.
5. Organizational structure. The organizational environment. New structural forms.
6. Managing people. Leadership and motivation. Recruitment and selection methods. Training and development
7. Operation management. Process design. Capacity of production. Project management
8. Financial Management. The Financial Function. Financial decisions. Financial balance. The Financial environment. Financial assets. Financial markets. Financial intermediaries.
9. Investment Management. Types of investments. Components of an investment. Investment appraisal techniques.
10. Financing Management. Internal funding. External funding. Other funding sources or instruments.
11. Marketing Management. Market research. Market segmentation. Product and Price
12. Strategy. Competitive advantage. Business strategies. Specialisation and diversification. Internationalisation
13. Business growth. Mergers and acquisitions. Alliances
14. Summary, review and business case.

BIBLIOGRAFÍA BÁSICA:

- Diez-Viel, I., Martin de Castro, G., Montoro Sanchez, M.A. (2012). Introduction to Business Administration. Ed: Thomson
- Kinicki, A., and Williams, B. (2010). Management: A Practical Introduction. Fifth Edition. McGraw-Hill.
- Madura, J. (2007). Introduction to Business. Ed: Thomson