



Guías docentes UJA

Horarios de tutorías

Llamamientos PEVAU

Syllabus 2023-24 - 72812006 - General Management (Dirección general)

Caption

- Level 1: Tutorial support sessions, materials and exams in this language
- Level 2: Tutorial support sessions, materials, exams and seminars in this language
- Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

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DEGREE: Máster en Administración de Empresas (MBA) (72812006)
FACULTY: Centro de Estudios de Postgrado
DEGREE: Doble Máster en Ingeniería industrial y Administración de empresas (MBA) (79312006)
FACULTY: SCHOOL OF ENGINEERING OF JAÉN
ACADEMIC YEAR: 2023-24
COURSE: General Management

SYLLABUS

1. COURSE BASIC INFORMATION

NAME: General Management
CODE: 72812006 (*) **ACADEMIC YEAR:** 2023-24
LANGUAGE: English **LEVEL:** 1
ECTS CREDITS: 4.0 **YEAR:** 1 **SEMESTER:** PC

2. LECTURER BASIC INFORMATION

NAME: GARCÍA MARTÍ, ELIA
DEPARTMENT: U136 - ORG. DE EMPRESAS, MÁRKETING Y SOCIOLOGÍA
FIELD OF STUDY: 650 - ORGANIZACIÓN DE EMPRESAS
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LANGUAGE: - **LEVEL:** 1

3. CONTENT DESCRIPTION

How are companies run? What is strategy for?

Value creation and company objectives

Organisational culture, corporate governance and corporate social responsibility

Analysis of the company's environment. External and internal.

Corporate and competitive strategies of the company

Strategic control

Digital strategy and social networks

4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

Discuss about the theoretical concepts of general management in class.

Discussion of case studies of real companies.

Search for information to solve the proposed case studies.

Presentation in class of the proposals made by the students for the case studies proposed.

Students with special educational needs should contact the Student Attention Service (Servicio de Atención y Ayudas al Estudiante) in order to receive the appropriate academic support

5. ASSESSMENT METHODOLOGY

The evaluation consists of three parts:

- There will be a written exam in the last session (50%), in which the theoretical and practical application of the concepts learned in the subject will be assessed.
- The proposed case studied (40%) of real companies will be handed in and presented in class.
- Class attendance and participation are compulsory (10%).

If any of these parts are not fulfilled, the student will not be able to pass the course. This evaluation system will be valid in the ordinary and extraordinary exams.

Given the importance in the subject of the ability to write reports and argumentative answers, the student must take care of both spelling and grammar in all the documents he/she submits to the teachers. The texts must be grammatically and orthographically correct in order to facilitate their comprehension. If they are not understandable, they will not be evaluated.

Students have the duty to refrain from using or cooperating in fraudulent procedures in the evaluation tests. It is forbidden to carry any kind of device during the assessment tests, notes and teaching material of the subject, except those authorised by the teaching staff. The teaching staff shall be empowered to take the measures they deem appropriate to reprimand, and, if necessary, expel from the test any student who commits fraud in the assessment.

At any time during the assessment test, the teacher may request the identification of the student, who must prove his/her identity by presenting the documents.

The face-to face classes are of a practical and compulsory nature.

According to the regulation of academic regimen and evaluation of the students of the University of Jaen (approved by the Governing Council nº 33 of 21/11/2013 in its article 18, point 4), in order to be eligible for the ordinary and extraordinary call it is necessary to have attended at least 80% of the classroom sessions of the subject.

Therefore, if the student has not attended at least 80% of the face-to-face sessions of the subject, he/she will not be able to sit for either the ordinary or the extraordinary exam.

6. BOOKLIST

MAIN BOOKLIST:

- Fundamentals of strategic management. Edition: 1st ed. in english. Author: Navas López, José Emilio. Publisher: Madrid : Civitas , 2013 ([Library](#))

7. VIRTUAL / CLASSROOM TEACHING SCENARIO

Methodology

In the event that the capacity of the assigned classroom to teach the classes does not guarantee the safety distance, the classes, both master and practical sessions, will be taught in a rotational classroom mode with two subgroups at 50%, for which it will be divided the class list in two with the same number of students ordered in alphabetical order. The face-to-face will be on alternate days for each group, performing live online broadcasting for the subgroup that does not have to attend

Evaluation system

The same evaluation instrument will be used as in the face-to-face modality with the same weights awarded

Resources

The teacher will use the virtual teaching platform

Temporalization

In this scenario, the number of contact hours is reduced by 50% compared to the normal situation

8. VIRTUAL TEACHING SCENARIO

Methodology

In this case, all teaching will be taught by videoconference synchronously through the google meet tool.

Evaluation system

The same evaluation instruments will be used as in the face-to-face modality with the same weights awarded

Resources

The teacher will use the virtual teaching platform

DATA PROTECTION CLAUSE (on line exams)

Institution in charge of data processing: Universidad de Jaén, Campus Las Lagunillas, s/n, 23071 Jaén

Data Protection Delegate: dpo@ujaen.es

Purpose: In accordance with the Universities Law and other national and regional regulations in force, carrying out exams and assessment tests corresponding to the courses students are registered in. In order to avoid frauds while sitting the exam, the exam will be answered using a videoconference system, being able the academic staff of the University of Jaén to compare and contrast the image of the person who is answering the exam with the student's photographic files. Likewise, in order to provide the exam with evidential content for revisions or claims, in accordance with current regulation frameworks, the exam will be recorded and stored.

Legitimacy: compliance with legal obligations (Universities Law) and other national and regional regulations currently in force.

Addressees: service providers who are the owners of the platforms where the exams are carried out and with whom the University of Jaén has signed the corresponding data access contracts.

Storage periods: those established in current in force regulations. In the specific case of exam videoconference recordings, not before the examination records and transcripts are closed or the exam can still be reviewed or challenged.

Rights: you can exercise your right of access, amendment, cancellation, opposition, suppression, limitation and portability by sending a letter to the postal or electronic address indicated above. In the event that you consider that your rights have been violated, you may submit a complaint to the Andalusian Council for Transparency and Data Protection www.ctpdandalucia.es

CLASS RECORDING CLAUSE PERSONAL DATA PROTECTION

Person in charge: Universidad de Jaén, Paraje Las Lagunillas, s/n; Tel.953 212121; www.ujaen.es

Data protection delegate (DPO): TELEFÓNICA, S.A.U. ; Email: dpo@ujaen.es

Procedure aim: To manage proper recordings of teaching sessions with the aim of facilitating learning process under a multimodal and/or online teaching

Period for record storage: Images will be kept during legal term according to regulations in force

Legitimacy: Data will be managed according to legal regulations (Organic Law 6/2001, December 21, on Universities) and given consent provided by selecting corresponding box in legal admission documents

Data recipients (transfers or assignments): Any person allowed to get access to every teaching modality

Rights: You may exercise your rights of access, rectification, cancellation, portability, limitation of processing, deletion or, where appropriate, opposition. To exercise these rights, you must submit a written request to the Information, Registration and Electronic Administration Service of the University of Jaen at the address above, or by e-mail to the address above. You must specify which of these rights you are requesting to be satisfied and, at the same time, you must attach a photocopy of your ID card or equivalent identification document. In case you act through a representative, legal or voluntary, you must also provide a document that proves this representation and identification. Likewise, if you consider that your right to personal data protection has been violated, you may file a complaint with the Andalusian Data Protection and Transparency Council www.ctpdandalucia.es