

# **Business Organization and Administration II (21852)**

Degree / study: Bachelor of Business Administration - Management

Course: second

Trimester: Second

Number of ECTS credits: 5

Hours of student dedication: 125

Language or languages of teaching: Spanish

Professor: Dr. Antonio Márquez

## **1. Introduction to the course**

This course aims to discuss topics already introduced in the course of Business Administration and Organisation I that requires special attention. In particular, in this course we will focus on three key points: first, the **design of organizations (strategy and structure)**; Second, the study of different **types of economic organizations** and the implications they have; and finally, the company and its **environment, corporate social responsibility**.

The theoretical contents will be taught in class and also through assigned readings and case studies. Reading, understanding and reflection on materials is critical to successfully complete the course. These materials will be worked in class through debates and group work.

## **2. Competencies to be achieved**

### **GENERAL SKILLS**

G10 Having a proactive attitude in wanting to know what ignored, essential in any learning process and all gainful employment projection.

G11. Being able to flexibly and creatively apply acquired knowledge and adapt to new situations and contexts.

G12. Be able to progress in training and learning processes autonomously and continuously.

G13. Demonstrate sufficient level of knowledge for performance

G14. Use the appropriate information in the formulation of proposals and problem solving

G15. Taking decisions in high-risk situations

G16. Identify the key factors of a problem

### **SPECIFIC SKILLS**

1. Develop analytical skills to study decision making processes within organizations.

2. Allow identify environmental factors that influence the company's strategy and organizational design.

3. Provide methodological tools for the study of organizations, in particular the information economy.

4. Combine the case method by reading articles and rigorous empirical analyzes.

5. Be able to understand and evaluate the appropriateness of different types of organizations.

6. Understand that business is affected by the general environment (society, stakeholders) and the business sector to which it belongs.

7. Know the different types of internal organization of the business and its implications when assigning tasks, evaluate and compensate.

8. Ability to design, for an organization, incentive systems that help align the interests of different stakeholders.

9. Know the main ways to internationalize a business.

10. Understand the importance of managing in diversity

## **3. Contents**

## SECTION 1. ORGANIZATION DESIGN

- Topic 1. Business Strategy and organization
- Item 2. Fundamental concepts for the design of the organization
- Item 3. Organize to improve results
- Item 4. Organize to grow and innovate
- Item 5. Diversity in organizations

## BLOCK 2. DIFFERENT TYPES OF ECONOMIC ORGANIZATIONS

- Item 6. State company vs. private enterprise
- Item 7. Listed companies listed vs. unlisted companies
- Item 8. Transnational corporations
- Item 9. Family Business
- Item 10. Cooperatives
- Item 11. Nonprofit entities

## SECTION 3. COMPANY AND ENVIRONMENT: CORPORATE SOCIAL RESPONSIBILITY

- Item 12. The company and its environment. The corporate strategy
- Item 13. Corporate social responsibility

## 4. Evaluation

To pass the course, students should obtain a **minimum grade of 5**, weighted between theory and seminars.

### Theory (60%)

The evaluation of the lectures will be made by a final multiple choice test (errors – 1/3). **The minimum passing score is 3 out of 10.**

### Seminars (40%)

The evaluation of the seminars will 40% of the final grade.

Evaluating Theory classes and Seminars contemplate the **active participation** and **positive attitude** during the debates and the completion and submission of the task group is assigned.

**The overall final grade may be adjusted by a factor i go from 0 to 10% depending on participation.**

Plagiarism detection works or exercises entail a score of 0 and communication to the Dean for the eventual opening of disciplinary proceedings.

### **Extraordinary assessment**

In the case of failing students must pass a compensation assessment consisting of a written exam.

## 5. Bibliography and teaching resources

### 5.1. Basic Bibliography

LA EMPRESA MODERNA. Organización, estrategia y resultados  
Autor: John Roberts  
Editor: Antoni Bosch

### 5.2. Complementary Bibliography

Autor: Gareth Jones  
Editor: Pearson Education

## MERCADOS, CONTRATOS Y EMPRESA

Autor: Antonio Serra Ramoneda  
Editor: Servei de Publicacions, Universitat Autònoma de Barcelona.

## DIRECCIÓN ESTRATÉGICA

Autores: Gerry Johnson, Kevan Scholes  
Editor: Pearson Education

## 5.3. Teaching resources

Aula Global

## 6. Metodology

The course duration is 10 weeks. The course is divided into two sessions of theory classes and one seminar session per week. In total there will be 20 sessions of theory and 6 seminar sessions, 1h30min each. The seminars begin in the fourth week of the course. The lectures will be illustrated with practical examples and **participation will be promoted through debates**. The seminar sessions were devoted to the discussion of case studies and **business dilemmas**, tailored to apply the concepts presented in the lectures. The sessions are divided into 3 groups for a more participatory environment and provide an opportunity for students to apply the concepts learned in class. Individual or group tasks can also be assigned.

## 7. Activity program

	Seminars	Monday theory classes	Tuesday theory classes
Week #1		Introduction to the course. T1. Business Strategy and Organization (I)	T1. Business Strategy an organization (II)
Week #2		T2. Theoretical concepts for organizational design (I)	T2. Theoretical concepts for organizational design (II)
Week #3		T3. Organize to improve results (I)	T3. Organize to improve results (II)
Week #4	Seminar #1	T4. Organize to grow and innovate (I)	T4. Organize to grow and innovate (II)
Week #5	Seminar #2	T5. Diversity in the organizacions	T6. State companies vs. Private companies
Week #6	Seminario #3	T7. Listed companies vs. Non-listed companies	T8. Transnational corporations
Week #7	Seminario #4	T9. Family companies (I)	T7. Family companies (II)
Week #8	Seminario #5	T8. Cooperatives	T9. NGOs
Week #9	Seminario #6	T10. Corporations environment	T11. CSR (I)
Week #10		T11. CSR (II)	Summary and course revision