

Course Title: **The Company and its Structure**

Term: **Academic Year (Fall & Spring)**

Number of Credits: **8 semester credits (120 contact hours) per Academic Year**

UFV CODE: 44171 **ECTS:** 12.0

TYPE OF COURSE: M, AN **HOURS:** 120

INTERNATIONAL CODE: BUS44171 **YEAR:** 1

OBJECTIVES: Students will be given a general idea of what companies are like, and introduced to the topics that will be studied in the business administration degree.

COURSE DESCRIPTION: Companies, their social function and history. The functional blocks in which activities of the company are divided: operations, strategic management and marketing, finance and the human factor at work.

BIBLIOGRAPHY: PÉREZ GOROSTEGUI, E.: Prácticas de Administración de Empresas. Pirámide, 1^a ed., Madrid 1998. GONZÁLEZ FIDALGO, E. y VENTURA VICTORIA, J.: Fundamentos de Administración de Empresas. Pirámide, 1^a ed. Madrid 2003.

METHODOLOGY: Participative. Students must study course material in advance. Students will also prepare case studies to be analyzed in class and an yearly group presentation. The subject matter will be presented at the end of, and as a consequence of the students' presentations and the following exchange of information, opinions and ideas.

EVALUATION: Class participation, class and case preparation, class attendance, group project and regular written exercises.

PROFESSOR: Mariano Castañeira Valente. **LANGUAGE:** English.