BUSINESS MANAGEMENT PROGRAM
MANAGING THROUGH GLOBAL VIEW

Universitat d’Alacant
Universidad de Alicante

UNIVERSITY OF ALICANTE
Business and Management Program

MORE INFORMATION AND REGISTRATION: www.doeua.es
introduction

We develop knowledge and skills to manage a company from the global perspective of a General Manager.

We promote reflection and decision-making strategies according to the needs of current and future business environment.

We train and support professionals and managers of SMEs for new challenges, scenarios and markets.

We work to put the strategic perspective beyond the here and now, guiding company systems and people in the same direction.
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The program offers students the opportunity to learn how to run a business from a global perspective, facilitating reflection and adoption of strategies that meet the needs of current and future environment.

PROGRAM OBJECTIVES

Provide students with a broad view of the business world, updating and revising knowledge and experience.

Understand the importance of the different functional areas of current companies and their role in the coordination of the general management of a company.

Know how to plan the quantitative and qualitative needs of the company, both short and long-term.

Provide a strategic vision of the company, which promotes and enhances the process of decision making and long-term viability of the company.

Develop tools for improvement in business management to increase competitiveness of the company.

Optimize the use of available resources, not only material but also human and financial ones.

Improve the technical skills and management skills which help achieving results through the human resources of the company.

Facilitate the acquisition and development of competence and practical application skills, so that students will be able to identify the specific needs of the organization and accurate diagnoses to offer viable solutions.
METHODOLOGY

Classes are based on a fundamentally active, varied and participatory methodology, distributed among:

CASE METHOD:
discussion of case studies.

PRESENTATIONAL SESSIONS
based on the teachers experiences.

WORKSHOPS
based on the philosophy of "learning by doing".

TRAINING IN THE VIRTUAL PLATFORM:
Through a platform that enhances the Social Learning, we will work in solving cases, using the broad theoretical content which will be provided.

ROUND TABLES:
Organized around specific themes and with the participation of renowned experts.

OUTDOOR TRAINING,
which will complement traditional classroom training, especially recommended to develop certain policies and management skills as its development avoids the inhibition that affects some people in certain environments. We work in core competencies in organizations such as leadership, cooperation, communication and initiative.
CONTENTS

The BUSINESS MANAGEMENT PROGRAM has a duration of 200 hours.

PROGRAM STRUCTURE

The BUSINESS MANAGEMENT PROGRAM has a duration of 200 hours, including the following modules:

2. International Marketing
3. Economy of the European Union
4. Entrepreneurial Initiative: Starting and Running a Business Independent Internship
OBJECTIVES AND SYLLABUS OF THE COURSE:

1. Analyze the international and competitive challenges for managing people: diversity, globalization, rapid business changes, flexibility and Internet.

2. Develop organizational skills to improve HRM: competitive position, decentralization, downsizing, work teams, outsourcing, organizational culture and technology.

3. Improve skills to match people and organizations: increase productivity, implant telecommuting, e-learning, empowerment and reduce brain drain.

4. Examine training techniques to “make skills” in line with the business objectives.

5. Introduce and analyze different compensation and pay practices.

6. Implant motivational practices for a win-win strategy (for the organization and for the employee).

7. Describe how to evaluate people to earn a business competitive advantage and develop a job analysis and job description.

8. Learn to make successful managerial decisions in relationship with hiring the best collaborators (recruitment and selection techniques).

9. Make decisions about employee separations and discuss how to avoid lay-offs and, in case, how to manage it and introduce an outplacement program.

10. Improve communication practices: networking, managing meetings, develop an employee handbook, a suggestion system, and an employee recognition program.

11. Analyze how to manage people in the international context: different policies and practices with expatriates (selection, training, career development and compensation).

12. As an appendix, discuss managerial practices in Spain with a special attention in HRM.
METHODOLOGY:

From the first class the student will have access to the whole learning package, with the result that it would not be necessary any additional material. It would be fomented the discussion on managerial skills (with a previous overview with a large number of cases and examples).

An important part of the time will be dedicated to outline actual cases of firms for its discussion. Additionally it would be proposed cases every week to discuss them the following week in order to be able to get a continuous knowledge of the different techniques for managing people in the global context.

ASSESSMENT:

- 10% Attendance and Participation.
- 50% Resolution of Cases during the course.
- 40% Final exam.

SELECTED BIBLIOGRAPHY:

PROGRAM

INTERNATIONAL MARKETING

LECTURERS

De Juan, Mayo | Ruiz, Felipe | Toledo, Eva

OBJECTIVES

On completion of this course the student should be able to

1. Demonstrate the skills needed for successful career in Marketing in an international context in terms of international theory;

2. Acquire a global overview of International Marketing

3. Formulate and recognize international marketing strategies

4. To give students a fundamental understanding of the importance of an international market and its management implications for marketing strategies.

5. To learn the importance of cultural awareness in the international market and the relationship between local and global markets.


7. Ways to penetrate international markets.

SYLLABUS

Unit 1.- The scope and challenge of international markets

Unit 2.- The international environment

Unit 3.- International market entry strategies

Unit 4.- International scenarios

Unit 5.- An special case of international marketing: Europe as a marketing issue

Unit 6.- Marketing across cultures

Unit 7.- Pan-European marketing, myth or reality?

Unit 8.- Creativity and innovation. First steps to create a competitive advantage

Unit 9.- How to protect innovation’s results in EU? Patents, design and trademarks

Unit 10.- Intellectual property as a marketing tool. Consumer, business and society’s approaches.

Unit 11.- Managing brands. Brand essence, naturing brands and future incomes (licenses, brand’s extensions, …)
PROGRAM

METHODOLOGY:
The course will consist of lectures, class discussions, textbook assignments, student presentation and final examination. Lecturers will explain theory concepts during each part of unit. Every subject will be applied illustrating with selected cases studies of first line international companies.

It will require students work through them (in groups or individually) in order to find a satisfactory solution.

Students are expected to attend all class lessons, participate in class activities, complete the exam, and turn in all assignments on time.

In some sessions, students will create Group Oral Presentation: Students will be assigned a case from a textbook or an article from a major business journal. The group should analyse the article/case through a marketing critical thinking perspective and identify the several components of the lecture (the marketing problem, the solution proposed by the lecture, the solution proposed by the group, the future perspective, conclusions, etc.).

ASSESSMENT:
1. Student participation in each lesson 10% of course marks
2. Market research outside lectures, presentations/essay 40% marks *
3. Written examination during last week 50% marks

**This depends on each teacher

SELECTED BIBLIOGRAPHY:


THE ECONOMY OF THE EUROPEAN UNION: CHARACTERISTICS, ECONOMIC STRUCTURE AND INSTITUTIONS

LECTURERS
Oana Driha | Paloma Taltavull

OBJECTIVES
The subject aims to analyze the past, present and future of European integration, on the basis of historic and economic reasoning. The process of European integration and its effects will be assessed taking into account differences in European Member States economies as well as considering the EU as a whole at the international level.

SYLLABUS

CONTENTS OF THE THEORETICAL SESSIONS

1. Introduction to the European integration process
   1.1. Economic integration
   1.2. The origin of the European integration process
   1.3. From the European Union Treaty to present

2. European Union Institutions
   2.1. Power and responsibility distribution between European Institutions
   2.2. Main European Institutions: Council of the European Union, European Commissions, Council of Ministers and European Parliament

3. The way to the Monetary Union
   3.1. From Bretton Woods to the Monetary Union
   3.2. Incomplete monetary unions: the 1992-1993 crisis of the European Monetary Union

4. The Economic and Monetary Union
   4.1. Objectives of the EMU
   4.2. Economic policy coordination
   4.3. Multilateral supervision procedure
   4.4. Fiscal policy and its obstacles
   4.5. Growth and Stability Pact (GSP)
   4.6. Euro crisis
   4.7. Monetary and Exchange Policy
   4.8. European Central Bank (ECB) and the European System of Central Banks
   4.9. ECB and the Federal Reserve and the FED

5. European Union, convergence conditions and Optimal Currency Areas
   5.1. Monetary Union from a cost-benefit analysis
   5.2. Convergence criteria for the UEM: a discussion
   5.3. Is the EU an Optimum Currency Area?
      a. The theory of Optimum Currency Area
      b. Some empirical results
      c. The EU budget

6. Consequences of the European Integration
   6.1. Convergence in the European Union
   6.2. Unemployment in Europe
   6.3. Rigidity of the European labor market
   6.4. Macroeconomic shocks and unemployment in EU

CONTENTS OF PRACTICAL SESSIONS:
- Economic Integration: trade agreements and consequences
- European Union Institutions
- EU and USA: comparing the labor market
- EU and USA: economic growth
PROGRAM

METHODOLOGY

• Learning will be based on both lectures and practical exercises:
• Lectures will provide for a broad overview of each topic and for the theoretical framework of the units.
• Practical exercises will consist both of pieces of coursework presented by students focusing on the analysis of a Lessonicular topic and conferences held by visiting EU officials.

1. A student discussion paper on a specific topic (30%)
2. Practical exercises (30%)
3. A written exam (40%)

SELECTED BIBLIOGRAPHY

SOME REFERENCES INCLUDING THE EU HISTORY

• Myro, R. (2000), Economia Europea: Crecimiento, integración y transformaciones sectoriales, Civitas
• De Grauwe, P. (2007), Economic of monetary union, Oxford University Press
• De Grauwe, P. (2012), Economics of Monetary Union, Oxford University Press

MAIN SOURCES

Electronic references: Some electronic sources:

Http://europa.eu.int
http://europa.eu.int/publications
Treaties http://www.europarl.eu.int/basicdoc
EU Directives http://europa.eu.int/eur-lex
Economic papers and Euro papers,
http://www.europarl.eu.int/studies
http://www.europarl.eu.int/comm/publications
GUIDELINES TO WRITE THE FINAL REPORT:

Students have to cover the following chapters in each issue:

1.1. Introduction to the subject: Description and problematic

1.2. Legal European Union basis: Directives related to the issue

1.3. How directives are implemented

1.4. Economic analysis of the issue (more than descriptive)

1.5. General assessment

1.6. Conclusion

Each discussion paper has to be presented by students in the lectures time. During and after the presentation, discussion about the issue by students and teachers is recommended.

TOPICS COVERED DURING DIFFERENT COURSES

1. The EU trade Policy: internal (Single market economic philosophy, main compulsory rules, policies – public aids and organizational framework, Freedom of investment, payments, and capital.)

2. Economic convergence prior to EMU: setting criteria and economic philosophy. The debate. The macro benefits of the convergence efforts.


5. The Monetary Union: Institutional issues: The European bank system and the channels of monetary stock control. The role of ECB and autonomy. Is there a lack of sovereignty?

6. The Monetary Union: “The” objective of Monetary Policy. The problem of asymmetric shocks. The i-rates setting.


8. Economic convergence prior to EMU: setting criteria and economic philosophy. The debate. The macro benefits of the convergence efforts.


11. The Monetary Union: Institutional issues: The European bank system and the channels of monetary stock control. The role of ECB and autonomy. Is there a lack of sovereignty?

12. The Monetary Union: The objective of Monetary Policy. The problem of asymmetric shocks. The i-rates setting.


14. Industrial Policies and the general issue of "public aids"

15. Fiscal matters: ex, the with-holding tax issue

16. The EU Constitution

17. EU enlargement policy. Turkey, Croatia or other countries

18. EU Frontiers

19. Security and military issues in the EU

20. Stability and Growth Pact and the GIPSI problem

21. European Union Budget
Entrepreneurial Initiative: Starting and Running the Business

Lecturers
Antonio Antón | José Más | Virginia Payà

Objectives
The main objective of this course is to study the entrepreneurial roles, motivations and activities through the study of the strategical concepts and techniques that are used by managers to plan, implement and conduct the business activities from the most general and initial stages of the entrepreneurship, until the strategic aspects of the functional business departments.

In addition, the student will learn and put into practice communication skills needed to successfully present a strategic plan in front of a board of directors or stakeholders.

We will pay special attention to these objectives:

• Learn the entrepreneur’s roles and motivations
• Learn to develop and innovation and the creativity aspects of entrepreneurship
• Research of sources of business ideas by analysing market opportunities.
• Plan and implement strategies to solve business problems.
• Integrate the strategic planning in the process of setting up the business.
• Integrate the strategic study in the market research.
• Study the planning of general and functional strategies.
• Practice and acquire skills on presenting the strategies to several audiences.
METHODOLOGY:

LECTURES:

The contents of the course will be presented and explained, introducing and outlining the different topics with regard to business ideas, innovation, strategies and business plan development. The lectures will be supplemented by further suggested readings and case studies that will be used in the seminars and assignments.

SEMINARS:

Each week for the first four weeks there will be a seminar with readings and case studies preparations with questions to discuss in class. These materials will be available in the Campus Virtual and will be worked individually and prepared before the seminar takes place. These seminars will provide useful and interesting examples of business ideas, innovation and strategies on several stages of Entrepreneurship, becoming the background of personal initiatives towards a new personal venture creation.

WORKSHOP:

The students will work in groups on the generation of a business idea, opportunity recognition and development of a business plan in a computer lab with the assistance of the lecturer as a Business Consultant. Partial assignments and presentations will be held during the course in order to gain communication skills and interact with the group. At the end of the course the final paper will be handed in to the lecturer and presented in class.

ASSESSMENT:

The final evaluation of this course will take into account the following parts:

- Innovation of the Business Idea and notoriety of the competitive advantage. (20%)
- Strategic accuracy and coherence. (20%)
- Consistency with lessons taught. (10%)
- Business Plan appearance and PowerPoint presentation. (15%)
- Individual assignments (20%)
- Colleagues contest (15%)
SELECTED BIBLIOGRAPHY:


- The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan (Financial Times Series) (Paperback) by John Mullins (Author)

- The Definitive Business Plan: The Fast Track to Intelligent Business Planning for Executives and Entrepreneurs (Financial Times Series) (Paperback) by Richard Stutely (Author)


- Small Business Ideas: 400 Latest and Greatest Small Business Ideas (Paperback) by Terry J. Kyle (Author)


- DRIVEN: Business Strategy, Human Actions, and the Creation of Wealth by Joel Litman and Mark L. Frigo (Paperback - Jan 19, 2008)


TEACHERS

The teaching team is made up of a selection of highly-qualified professionals with extensive experience in the area of leadership and management of organizations in local, national and international environments. In addition to their academic background, it is noteworthy to mention their teaching experience and ability.

More information about teachers

Antonio Antón  Maria de Juan  Oana Driha  José L. Gascó

María Reyes Gonzalez  Juan Llopis  José Mas

Virginia Paya  Felipe Ruiz  Eva Toledo
COLLABORATIVE INSTITUTIONS

This is the list of institutions which collaborate with us:

• ALI ABROAD
• CEA STUDY ABROAD
• CIEE STUDY ABROAD
• CCCS SPANISH STUDIES ABROAD
• USAC
REGISTRATION AND FEES

Would you like to learn more about the Business and Management Program? Please contact us by email to bmp@ua.es if you have any questions or need information on how to submit your application.

CONTACT US:

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Facultad de Ciencias Económicas y Empresariales
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FEES:
Course 1: 500 €
Course 2: 500 €
Course 3: 500 €
Course 4: 500 €
Program 2000 €