

TEACHING GUIDE

INTRODUCTION TO CORPORATIONS I

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 26-06-2026



I.-Subject Identification

Type	FORMACIÓN BÁSICA
Teaching period	1 course, 1Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation

The main objective of the subject is to provide a vision of the reality of companies, where students are going to provide their professional services. Furthermore, it is intended that students understand and analyse the basic task of management as the main function to develop his professional life. The subject tries to train professionals who, in addition to specific technical competence, have human skills that allows them to function and interact properly in their work.

III.-Learning outcomes

CI01. Ability to analyse and synthesise: analysis, synthesis, evaluation and decision-making based on relevant information records on the company's position and potential growth.

CI02. Ability to organise and plan: organisation, planning and administration of companies or small and medium enterprises, understanding their competitive and institutional position and identifying strengths and weaknesses

CI03. Spoken and written native language skills: understanding and ability to correctly communicate in different scenarios in Spanish. Ability to make oneself understood by superiors and subordinates in a clear and concise manner and draft advisory reports and (global or functional area) business management projects

CI04. Spoken and written foreign language skills: understanding and ability to communicate in economic-corporate scenarios in English.

CI06. Ability to analyse, search for and interpret information from different sources: ability to identify sources of relevant economic data, obtain and select information that non-professionals are not capable of recognising

CI07. Ability to solve problems

CP01. Ability to work in an interdisciplinary team.

CPR01. Practical application of knowledge.

CP20 . Ability to identify and quantify uncertainty in decision problems

CE01. Skills, Knowledge, both basic and specialized on the understanding of the operation, management and control of the different functional areas of the Company Business Organisation

CE05. Skills, Knowledge, both basic and specialized on the understanding of the operation, management and control of the different functional areas of the Human Resources Company

CP02. Ability of application of the theoretical, methodological knowledge and of the technologies acquired in the process of formation

CP04. Ability to use tools of quantitative nature in the capture of managerial decisions

CP05. Ability to analyze and design the organizational structure

CP06. Strategic vision of the business management

CP07 . Ability to manage human resources

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

PART	LESSON	
I.- Introduction to Business administration	Lesson 1. "The Business and its objectives"	1.1. Concept and types of business 1.1.1. Business as a production economic unit 1.1.2. Business as an organization 1.1.3. Business as a system 1.1.4. Macroeconomic perspective of a business 1.2. Business objective: Benefit vs value creation 1.3. Agents who participate in the objective choice: shareholders vs stakeholders
II.-"Business Management"	Lesson 2. "Decision Making: The essence of the manager´s work"	2.1. Concept, roles and management skills 2.2. Decision making. The manager's main function 2.2.1. Rational decision-making model 2.2.2. Types of problems and decisions 2.2.3 Conditions in decision making 2.3 Decision making styles 2.4 Biases and errors in decision making
	Lesson 3. "Management function"	3.1. Economic schools of thought 3.1.1. Classical School 3.1.2. Behavioralist School 3.1.3. Present management theories 3.2 Planning 3.3 Organizing 3.4 Management 3.5 Control
	Lesson 4. "Organizational Design"	4.1. Organizational design: concept, components and instruments 4.2. Main decisions of the organizational design: differentiation and activities integration 4.3. Contingency factors 4.4. Main methods of the organizational design 4.5. Mechanical and organic organizational structures

III.- "Strategic Business management "	Lesson 5. "Strategic Management"	5.1. Concept and levels of strategies 5.2. Concept and strategic management process 5.3. Strategic analysis 5.3.1. General environment analysis 5.3.2. Specific environment analysis 5.4. Types of organizational strategies 5.4.1. Business strategies 5.4.2. Corporate strategies 5.5. Strategic management in today's environment
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IV.B.-Training activities	
Type	Title
Lectures	Preparation of lecture classes
Resolution of exercises, problems, case studies	Exercises, problems, cases, self-assessments or practices provided by the teacher with the aim of putting into practice practice theoretical knowledge.
Other activities	Others considered by the teacher as videos, and seminars, etc., in person activities
Other activities	Individual or group assignments
Other activities	Theoretical-practical face-to-face classes
Other activities	Face-to-face academic tutoring
Other activities	Preparation of the contents of the subject
Other activities	In-person evaluation test

V.-Student workload	
Theoretical sessions	40
Resolution of exercises, problems, case studies, etc.	15
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	38
Related activities: conferences, seminars, etc.	10
Preparation of theoretical sessions and self-study	45
Preparation of practical tasks, exercises, case studies, projects, etc.	25
Preparation for tests and/or exams	2
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Academic tutorials	Week 1 to Week 15	Check the schedule tutorials set by the teacher.
Tests and/or exams	Week 1 to Week 15	Tests date set by the Faculty.
Theoretical sessions	Week 1 to Week 15	Face-to-face master class. The content theorists of the subject will leave developing from the bibliography by the teacher. In addition, the student will have content from audiovisual support and other resources for preparing the topics.
Practical sessions	Week 1 to Week 15	The practical sessions will consist in solving exercises, questions, documentation cases or activities carried out autonomously by the student.

VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities



The general assessment model is continuous assessment, as established in the Regulations for the Assessment of Learning Outcomes of the Rey Juan Carlos University. All assessment systems established for the subject in the degree report must be used, except for those with a minimum weighting of 0%, which may be used in academic years where the faculty deems it appropriate. Each assessment system may be applied through one or more assessment activities consistent with that system. None of the assessment activities may individually exceed 60% of the overall grade for the subject. The sum of the non-reassessable assessment activities may not exceed 40% of the overall grade for the subject and, in general, should not have a minimum grade (except in the case of practical activities in which, strictly speaking, the assessment conditions of the ordinary exam cannot be reproduced in the extraordinary session). Students who fail to pass the course in the regular session, or who have not taken the exam, may only take the re-assessable assessment activities they failed in the extraordinary session. The distribution and characteristics of the assessment activities are described below.

The evaluation system for degrees within the framework of the EHEA is continuous assessment, meaning that students will be evaluated based on the work done throughout the course, adhering to the activities and tests established by the teaching staff in the planning. The evaluation of the subject will be determined by the grades of the tests and activities carried out by the student, according to the established weighting criteria.

ASSESSABLE ACTIVITIES

Theoretical-Practical Evaluation Test: 60% of the final grade will correspond to the knowledge test (exam of the subject) covering the content of topics 1 to 5 of this guide, and it is REASSESSABLE. This percentage is distributed as follows:

1. TEST I: 30% of the grade will correspond to a theoretical knowledge test (topics 1 to 5).
2. TEST II: 30% of the grade will correspond to a practical knowledge test (topics 1 to 5).

The knowledge tests will be established by the teacher(s) teaching the subject and may include different modalities such as: single-answer multiple-choice, multiple-answer multiple-choice, short questions, reasoning questions, problems, case studies, essays, etc.

Activity Folder (the number of activities will be from 1 to 8): 40% weighting, NON-REASSESSABLE IN THE EXTRAORDINARY CALL. Each teacher will select the practical activities to be carried out from those specified in the section on Training Activities, based on their criteria and the characteristics of each group. The content of these activities will be selected from topics 1 to 5. These activities are mandatory, even for students with Academic Exemption. These activities are not reassessable in the extraordinary call, as the aim is for students to tackle these activities as they acquire the knowledge of the subject, so that it poses a challenge and contributes to assimilating the methodology of the subject. The grade obtained in continuous assessment during the semester will be maintained in the extraordinary call. The grade for these activities is cumulative without a minimum required score and will not be reassessable in the extraordinary June call. To pass the subject, it is essential that the theoretical (I) and practical (II) evaluation tests are passed with at least 5 out of 10 points. If any of the reassessable parts are not passed in the ordinary evaluation, they must be reassessed in the extraordinary call. The grade obtained in the passed activities will be retained for the extraordinary call in June.

If a student fails or does not attend the Activities/Practicals, as these are Non-Reassessable, and, even having passed the exam, could not achieve a passing grade for the subject, Article 9.6 of the URJC Assessment Regulations applies in this case. This regulation states: "If a student has exceeded the minimum grade established in all the re-assessable activities and the overall grade is still not sufficient to pass the subject, they may, as an exception, be re-assessed in an extraordinary session for one or all of the re-assessable assessment activities in which, having exceeded the minimum grade, they would have obtained a grade lower than 5. If they do not have any re-assessable activities in this situation, they may be re-assessed for other activities in which they would have obtained a grade equal to or higher than 5. The criteria decided by the teaching staff to resolve these cases must be clearly established in the teaching guide for the subject."

In summary:

Assessable activities	Minimum score	Weight	Compulsory	Re assessable	Subject
Activity folder	No	40%	Yes	No	Lessons 1 to 5
Test I	5	30%	Yes	Yes	Lessons 1 to 5
Test II	5	30%	Yes	Yes	Lessons 1 to 5

In the ordinary call, tests I and II will be held on the date established by the University. In the extraordinary call (June), tests I and II will be held on the date established by the University.

Advanced Call (September). Students who wish to take the advanced evaluation call must meet the requirements established in



the URJC Regulations for the Evaluation of Learning Outcomes. For the specific case of this subject, the evaluation will be determined by the grade of a written theoretical test (multiple choice, short answer, problems, essay, etc.) and a practical test (exercises, case studies, or challenge resolution). The written test will account for 50%, and the practical test for the remaining 50%. To pass the subject, students must obtain 5 points (out of 10 points) in each of the two tests: written test and practical test.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

VIII.-Teaching resources and materials

Basic bibliography

Title: Fundamentos de dirección de empresas Author: Iborra, M.; Dasi A.; Dolz, Consuelo; Ferrer C. (2007) Editorial: Thomson

Title: Introducción a la Administración de Empresas Author: Cuervo García, A. (2006) Editorial: Civitas

Title: Administración Author: Robbins, S.; Coutler, M. (2005) Editorial: Prentice Hall, octava edición, México.

Consultation bibliography

Title: Administración. Una Perspectiva Global, Author: Koontz, H.; Weihrich, H. (1998), Editorial: McGraw-Hill, México

Title: Fundamentos de Administración y Dirección de Empresas Author: Donnelly, J.H.; Gibson, J.L.; Ivancevich, J.M. (1994) Editorial: McGraw-Hill, 8ª edición.

Title: Administración de Organizaciones. Fundamentos y Aplicaciones, Author: Aguirre, A.A.; Castillo, A. M.; Tous, D. (1999), Editorial: Pirámide, Madrid

Title: Dirección Moderna de Organizaciones Author: Rodríguez Valencia J. (2006) Editorial: Thomson, México

Title: Fundamentos de la Administración: Conceptos esenciales y aplicaciones Author: Robbins, S.; Decenzo, D. (2002) Editorial: Prentice-Hall, tercera edición, México

Title: La Dirección Estratégica de la Empresa. Teoría y Aplicaciones. 5ª edición. Author: Guerras Martín, L.A. y Navas López, J.E. (2015). Editorial: Thomson Reuters. Madrid

Title: La economía de la empresa en el espacio de la educación superior. Author: Maymar Mariño, p.; Bañegil Palacios, T.M.; Galera Casquet, C. (2007). Editorial: McGraw Hill.

Title: Administración de Empresas: Dirigir en la Sociedad del Conocimiento, Author: Diaz de Castro, J.; Redondo López, C.; Barreiro Fernández, B; López Cabarcos, M.A. (2002) Editorial: Pirámide, Madrid.

Title: La Meta. Un proceso de mejora continua. Author: Eliyahu m. Goldratt. (2005). Editorial: Díaz de Santos.

IX.-Professors

Name and surname	FRANCISCO JAVIER ROLDÁN PINILLOS
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Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Profesor/a Asociado/a
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docentia	0

