Universidad Rey Juan Carlos

TEACHING GUIDE

STRATEGIC MANAGEMENT AND CORPORATE POLITICS I

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (INGLÉS)

ACADEMIC YEAR 2026-27

Q2803011B UNIVERSIDAD REY JUAN CARLOS
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 1Q semester
Nº of credits	4.5
Language in wich the subject is taught	English

II.-Presentation

PRESENTATION.
This presentation aims to conceptualize the materials from various sources of knowledge, including legal, economic, philosophical, and social aspects of professional deontology, as well as basic legal principles and equality. These concepts are particularly relevant for students studying ADE and double degrees.
To successfully pass this course, it is essential to acquire knowledge and the ability to apply it to analyze the economic, business, legal, and social aspects of professional ethics. This involves utilizing criteria based on the management of various instruments, such as deontological codes specific to different organizational sectors and professions. Additionally, it is crucial to understand the organizational structure and the state and European regulations that impact all professional sectors within our state. Finally, a comprehensive understanding of equality, its inclusion in our legal system, and its practical application is necessary to fully grasp the subject matter.
To optimize the use of this course, it is recommended to focus on learning the knowledge and techniques, particularly in the legal field, necessary to comprehend the three areas of knowledge covered in the program outlined in this educational guide. Furthermore, acquiring the techniques for information processing, application, and retrieval within the framework of this study is essential.

III.-Learning outcomes

CS07. Ability to summarise and interpret: the student must be able to understand economic institutions and results as well as apply theoretical or formal models on how the economy works
CP03. Ability to work in different and multi-cultural environments: acknowledge and respect different cultures.
CE07. Knowledge concerning socio-economic environment in which enterprises operate, among them law
CP18 . Ability to apply basic concepts of law
CP19 . Understanding a historical framework that allows locate the problem under study

- 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.

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IV.-Contents

IV.A.-Syllabus

PART I: PROFESSIONAL DEONTOLOGY
Lesson 1: Ethics, Morals and Law.
1.1. Ethics.
1.2. Plurality of ethics and morals.
1.3. Ethics, Morals and Law.
1.4. Professional ethics.
1.5. Justice.
Lesson 2: Professional deontology applied to the business environment.
2.1. Differences between ethics, morals and deontology.
2.2. Concept of deontology in the public and private sphere.
2.3. Codes of ethics.
PART II. BASIC LEGAL PRINCIPLES
Lesson 3: Rule of Law and normative organization.
3.1. The legal system and the system of sources of Law.
3.2. The regulatory principles of the normative system.
3.3. The supreme rule of the legal system.
3.4. The sources of Spanish and European law.
Lesson 4: The general principles of Law.
4.1. The general principles of Law in the Spanish Constitution.
4.2. Legality, hierarchy and publicity of the rules.
4.3. Legal security and non-retroactivity.
4.4. The principle of responsibility and interdiction of the arbitrariness of public powers.
PART III: EQUALITY
Lesson 5: The Concept of Equality.
5.1. Equality in the Spanish Constitution.
5.2. Formal equality and material equality.
5.3. Non-discrimination clauses.
5.4. Gender equality.
Lesson 6: Gender equality.
6.1. Evolution of gender equality.
6.2. The treatment of equality in the international arena.
6.3. The treatment of equality at the state level.
6.4. Conciliation and treatment of equality in the workplace.
6.5. Violence against women and harmful traditional practices (FGM).

IV.B.-Training activities

Type	Title
Lectures	They will be fixed by the teaching staff in the start of classes
Test and/or exams	They will be fixed by the teaching staff in the start of classes
Group work	They will be fixed by the teaching staff in the start of classes
Oral presentations	They will be fixed by the teaching staff in the start of classes
Other activities	They will be fixed by the teaching staff in the start of classes

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V.-Student workload	
Theoretical sessions	38
Resolution of exercises, problems, case studies, etc.	10
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	12
Academic tutorials	32
Related activities: conferences, seminars, etc.	16
Preparation of theoretical sessions and self-study	32
Preparation of practical tasks, exercises, case studies, projects, etc.	20
Preparation for tests and/or exams	20
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Theoretical sessions	Week 1 to Week 15	Theoretical classes of the official program of the subject, according to each teacher.
Practical sessions	Week 2 to Week 15	Practices, resolution of problems, cases, jobs individual or group, exhibitions, or any other practice appropriate to the course. They will be specified by the teachers throughout the semester.
Academic tutorials	Week 1 to Week 15	They will be specified by the teaching staff of the subject at the beginning of the course.
Tests and/or exams	Week 3 to Week 22	They will be specified by the teaching staff of the subject at the beginning of the course.Final exam is established by the teachers in the official calendar University academic. .
Seminars	Week 3 to Week 15	Students will be able to hold seminars volunteers, which will be specified by the teaching staff of the subject throughout of the semester in which the discipline.

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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 faculty responsible for the course will explain the type of theoretical-practical assessment tests that will be used to evaluate students' progress in learning, as well as their acquisition of the course's competencies, skills, and content. The theoretical-practical assessment activities will account for 70% of the final grade, will be conducted in person, and may be retaken. However, no single activity may exceed 60% of the final grade and, in any case, the official University calendar will be observed. Each instructor will determine the number of theoretical-practical tests to be administered (ranging between two and four activities), with the possibility that several may be evaluated on the same date. In order to pass the course, it will be necessary to pass the theoretical-practical tests.
The remaining 30% of the final grade corresponds to the completion of an individual or group project, an oral presentation, and/or similar tasks. The individual or group project or similar assignments will represent 20% of the final grade, while the oral presentation, defense, or similar activity will account for the remaining 10%. Given that these activities assess the progressive and systematic application of acquired knowledge, they are not subject to reassessment.
Early Examination Session: Students may request to advance one of the two examination sittings (ordinary or extraordinary) to the month of September, provided they meet the requirements established in the URJC Regulation on the Evaluation of Learning Outcomes. The assessment method will be the same as that generally established for the course.
In order to pass the course, students must obtain a minimum grade of 5 out of 10 or achieve 50% of both the final grade and the theoretical-practical assessment tests.

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.

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VIII.-Teaching resources and materials

Basic bibliography

Título: Deontología, principios jurídicos básicos e igualdad, Autor: dir. E. Alvarez Conde, coords. Tur Ausina, R.; González Hernández, E., Nuño Gómez, L. y Souto Galván, C., Tecnos, 2º ed. 2018.

Consultation bibliography

Título: Estudios interdisciplinares sobre igualdad, Autores: Enrique Álvarez Conde; Ángela Figueruelo Burrieza; Laura Nuño Gómez (Dirs), María Dolores Cancio Álvarez (coord.), IDP-Iustel (1ª Ed. 2009/ 2ª Ed. 2011).
Título: Deontología profesional, Autor: Vila Ramos, B,. (coord.), Dykinson, Madrid, 2013.
Título: Ética y Deontología Jurídica, Autor: Francisco Javier de la Torre Díaz, Dykinson, Madrid, 2000.
Título: Valores superiores e interpretación constitucional, Autor: F.J Díaz Revorio, CEPC, Madrid, 1997.
Título: Igualdad y no discriminación por razón de sexo: planteamiento constitucional, Autor: Mª F. Fernández López, en Autoridad y democracia en la empresa, coords. Aparicio, J., y bayols, A., Trotta, Fundación 1º de Mayo, Madrid, 1992.
Título: Principios, fines y derechos fundamentales, Autor: Joaquín Rodríguez-Toubes, Instituto de Derechos Humanos Bartolomé de las Casas, Universidad Carlos III de Madrid, 2002.
Título: El principio de igualdad en el empleo público, Autores: Sempere Navarro, A. V; y Sánchez Trigueros, C. (Dirs.), Comentarios a la Ley Orgánica 3/2007, para la igualdad efectiva entre mujeres y hombres, editorial Aranzadi, Navarra, 2008.
Título: Género, ciudadanía e igualdad, Autor: L. Nuño Gómez, Autopublish, 2010.
Título: Las acciones positivas para la igualdad de oportunidades laborales entre mujeres y hombres, Autores: María Elósegui Itxaso, Universidad de Zaragoza, Zaragoza, 2003.
Título: Derecho Constitucional básico, Autor: J. Mª. Castellà Andreu, Hygens Editorial, 2018.
Título: Ética y deontología públicas, Autor: Rafael Junquera de Estéfani, UNED, 2018.
Título: Fundamentos del Derecho: aportaciones desde la ética, la justicia y la igualdad. Autoras: Laura Nuño Gómez y Lara Martínez de Aragón López, Dykinson, Madrid, 2022.

IX.-Professors

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Department	Derecho Público I y Ciencia Política
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	1
Number of sexennia	0
No. of positive evaluations by Docentia	1

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