

## COURSE DESCRIPTION

### COURSE DETAILS

Title (of the course): **CALIDAD Y EMPRESA**

Code: 101547

Degree/Master: **GRADO DE CIENCIAS AMBIENTALES**

Year: 4

Name of the module to which it belongs: COMPLEMENTARIO

Field: CALIDAD Y EMPRESA

Character: OBLIGATORIA

Duration: FIRST TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: <http://moodle.uco.es/m2324>

### LECTURER INFORMATION

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None

#### Recommendations

Certified B2 level in English (recommended), and certified B1 level (compulsory) according to the Plurilingualism programme at the University of Cordoba.

### INTENDED LEARNING OUTCOMES

CB3	Be capable of managing information.
CB4	Capable of interpreting qualitative and quantitative data.
CE19	Be capable of designing, implementing and coordinating environmental management in public and/or private companies, as well as in public institutions, the later implying a mastery of the standards, regulations, processes and techniques of Environmental Management Systems (E.M.S) as well as of Quality standards.
CE21	Be capable of implementing a Environmental Management System: water management, integrated management of health, identification and assessment of environmental costs.
CU2	Knowledge and perfection of user level in the area of ICTs.
CU3	Exercise a routine of actively looking for work and having the capacity to learn.

### OBJECTIVES

This module provides the students with a global overview of the importance of entrepreneurship in global economy as well as the main guidelines to be applied in business management.

By the end of the module students should:

- Be used to handling quality, environmental, occupational health and safety and social responsibility standards.
- To implement integrated management systems as efficient working tools in the business world.

### CONTENT

#### 1. Theory contents

##### SECTION I. Entrepreneurship

1. Introduction to entrepreneurship
2. Entrepreneur: main characteristics
3. Personal entrepreneurship, personal brand

##### SECTION II. Business plan

4. Business idea
5. Strategic plan
6. Marketing plan
7. Financial plan

##### SECTION III. Business management

8. Standard framework of management systems: quality, environmental, occupational health and safety
9. Context of the organization and leadership in management systems



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SECTION IV. Business management systems

10. Planning of management systems
11. Support of management systems
12. Operation of management systems
13. Evaluation and improvement of management systems
14. Management of Social Responsibility
15. Integrated Management Systems

### 2. Practical contents

#### SEMINARS

Practical application of the theoretical concepts developed in lectures

## SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Quality education  
Decent work and economic growth  
Industry, innovation and infrastructure  
Responsible consumption and production  
Climate action

## METHODOLOGY

### General clarifications on the methodology (optional)

During the lectures, the professor will present the main concepts following the distribution of contents indicated in a previous section. It is highly recommended to take notes during the lectures and complete this information with bibliography.

The professor will also provide the students with some texts which will be later discussed under the flipped classroom model.

The seminars will be focused on the practical application of the theoretical concepts in order to show how these concepts are used in working life.

### Methodological adaptations for part-time students and students with disabilities and special educational needs

They will be done according to the University guidelines and considering each case individually.

The methodologies will be adapted to the difficulties faced by students with any disability. The teachers will meet with the students to establish the most appropriate adaptations to each particular case, following the indications of the report issued by the Inclusive Education Unit

### Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	3	-	3
<i>Group work (cooperative )</i>	-	15	15
<i>Lectures</i>	30	-	30
<i>Seminar</i>	-	12	12

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Activity	Large group	Medium group	Total
<b>Total hours:</b>	<b>33</b>	<b>27</b>	<b>60</b>

### Off-site activities

Activity	Total
Group work	40
Information search	20
Self-study	30
<b>Total hours</b>	<b>90</b>

## WORK MATERIALS FOR STUDENTS

Case studies - <http://moodle.uco.es/moodlemap/>

Dossier - <http://moodle.uco.es/moodlemap/>

Exercises and activities - <http://moodle.uco.es/moodlemap/>

Oral presentations - <http://moodle.uco.es/moodlemap/>

References - <http://moodle.uco.es/moodlemap/>

### Clarifications

All the documents and material needed for the activities of the module will be available in Moodle platform, and in the event that is needed as a hardcopy, it will be delivered in the classroom.

## EVALUATION

Intended learning	Case Studies	Exams	Problem solving	Real and/or simulated tasks
CB3	X			
CB4	X			
CE19		X		X
CE21		X		X
CU2			X	
CU3			X	
<b>Total (100%)</b>	<b>20%</b>	<b>50%</b>	<b>20%</b>	<b>10%</b>
<b>Minimum grade</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>

(\*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

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### Attendance will be assessed?:

No

### General clarifications on instruments for evaluation:

The short answer test is decisive in passing the subject. A minimum mark of 5 is required.

The percentage dedicated to "case studies" will correspond to the activities related to examples of companies and questions raised about them.

The percentage devoted to "problem-solving" will correspond to the answer to questions posed during theoretical lectures and the development of the standard operating procedures.

Attendance to seminar sessions and completing all the activities related to seminar sessions are compulsory for these to be assessed and considered in the module's final mark.

The percentage dedicated to real and/or simulated tasks refers to completing questionnaires to reinforce and deepen the concepts of each unit. The students could use supportive information (notes and searches) for these questionnaires. The deadline for submitting these activities would be approximately one week after their assignments.

### Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

For full-time students, the assessment system will be as follows: The grade achieved in the subject will be the sum of those obtained in the exam, the case of studies, problem-solving, and real/simulated tasks applying the percentages indicated in the table. A minimum grade of 5 is required in each activity to pass the subject. Attendance at the seminars is obligatory.

For part-time students, these evaluation criteria will be adapted following the regulations of the University of Córdoba and attending to the characteristics of each case.

The evaluation system will be adapted according to the needs presented by students with disability and special educational needs in required cases.

### Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

The assessment criteria and tools for the extraordinary exams will be the same as those considered for the ordinary calls.

For the first extraordinary call, since it happens at the beginning of the academic year, the students who have attended, delivered and passed all the obligatory activities (case studies, real and/or simulated tasks and problem solving activities) will keep these marks.

For the extraordinary call for the end of studies and regarding the mark of these obligatory activities, the students can choose to be graded on the basis of marks they obtained in the previous academic year (as far as they attended the classes and reached the threshold value to pass them) or to perform these activities within the current academic year and to be graded accordingly.

In any case, the mark of the obligatory activities will be weighted as specified in the evaluation table to obtain the final grade of the module.

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### Qualifying criteria for obtaining honors:

Based on the article 80.3 of the Academic Regulations of the University of Cordoba.

## BIBLIOGRAPHY

### 1. Basic Bibliography

ISO 9001:2015 standard: Quality Management Systems. Requirements, ISO Geneva, Switzerland

ISO 14001:2015 standard: Environmental management system. Requirements, ISO Geneva, Switzerland

ISO 14001:2015 - Environmental management systems - A practical guide for SMES

ISO 45001:2018 -Occupational health and safety management systems — Requirements with guidance for use

ISO 26000:2010 Guide on social responsibility

IWA 26:2017 Using ISO 26000:2010 in management systems

The ISO 14001:2015 Implementation Handbook: Using the Process Approach to Build an Environmental Management System, M. Dench, ASQ, 2016.

ISO 9001:2015 in Plain English. Craig Cochran, Paton Professional, 2016. ISBN 978-1-932828-72-6.

Total Quality Management: Key Concepts and Case Studies. D.R. Kiran, 2017. BSP Books, Elsevier.

Leadership that gets results. Daniel Goleman, 2000, Harvard Business Reviews (Reprinted in 2017).

One page-Talent management, eliminating complexity, adding value. M. Goldsmith, Harvard Business Reviews, 2018.

"The Lean Startup: How Constant Innovation Create". Eric Ries

"The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company" by Steve Blank and Bob Dorf

### 2. Further reading

None

## COORDINATION CRITERIA

Common evaluation criteria

Tasks deadlines

## SCHEDULE

Period	Assessment activities	Group work (cooperative )	Lectures	Seminar
1# Week	0,0	0,0	4,0	0,0
2# Week	0,0	0,0	2,0	2,0
3# Week	0,0	0,0	2,0	2,0
4# Week	0,0	2,0	2,0	0,0
5# Week	0,0	2,0	2,0	0,0
6# Week	0,0	2,0	2,0	0,0
7# Week	0,0	1,0	2,0	0,0

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Period	Assessment activities	Group work (cooperative )	Lectures	Seminar
8# Week	0,0	0,0	2,0	2,0
9# Week	0,0	0,0	2,0	2,0
10# Week	0,0	0,0	2,0	2,0
11# Week	0,0	2,0	2,0	0,0
12# Week	0,0	0,0	2,0	2,0
13# Week	0,0	4,0	2,0	0,0
14# Week	3,0	2,0	2,0	0,0
<b>Total hours:</b>	<b>3,0</b>	<b>15,0</b>	<b>30,0</b>	<b>12,0</b>

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.