Universidad de Navarra

Gestión Empresarial 3- Grupo A (ISSA)

Teaching guide 2026-27

PRESENTATION

Description: In this course the student will become familiar with the different management systems (Quality, Environment, Risk Prevention). In addition, they will learn to develop and manage databases and, with the development of the project associated with this subject, they will deepen their knowledge of Project Planning and Management.

Degree: Grado en Gestión Aplicada - Bachelor in Applied Management

Faculty: ISSA School of Applied Management

Course: 2º

Semester: 1º

ECTS: 9

Requirements: None

Professors: Juan F. Carías, Fernando Ruiz, Javier Astiz y Xin Xing

Subject Type: Compulsory

Module: Empresa

Matter: Empresa y Entorno

Language: Bilingüe

Horario de clases

LEARNING OUTCOMES (COMPETENCIES)

BASIC

CB2 That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB3 That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

GENERAL

GC2 Achieve advanced user level in the use of ICTs necessary for management.

GC3 Organize and plan one's own work; know how to manage time, with the ability to organize and time tasks related to management and business management.

CG4 Search, analyze and synthesize information from different sources within the field of business management.

SPECIFIC

SC1 Understand the structure and functioning of the company at the strategic, tactical and operational levels, the mechanisms of inter-functional cooperation and its interactions with the environment in a global context.

SC6 Obtain, catalog and file the necessary and relevant information using diverse and reliable sources, ensuring its location, applying legal and ethical aspects and preserving the confidentiality of the data.

SC8 Effectively manage the documents associated with the management systems and processes of the organization in accordance with the principles of total quality.

PROGRAM

1. Integrated management system environment and requirements
    1. Internal and external environment analysis
    2. Stakeholder and requirments analysis
    3. Risk Management
    4. Policy and scope definition
2. Process-based Management
    1. Strategic processes
    2. Business/Key Processes
    3. Support Processes
    4. Fichas de procesos
3. Databases
    1. What is a data base
    2. Data model
    3. Querying
    4. Database Implementation
4. Project Management
    1. Definition
    2. Planning
    3. Follow-up

ACTIVIDADES FORMATIVAS

	HOURS	ATTENDANCE
AF1 lectures and/or seminars	90	100%
AF2 Individual or group assignments and personal work	117	0%
AF3 Office Hours	9	100%
AF4 Oral presentations and defenses	3	100%

AF5 Activities in companies and organizations	9	100%

ASSESMENT

ORDINARY CALL

Assessment of the subject consists of two parts (continuous assessment and SE3). **In order to pass the subject, students must pass both parts.** Students who fail a part receive a grade of 4.0. The following table shows the weight of each part.

	WEIGHT
Continuous assessment	70%
SE3 Partial and final assessment	30%

The breakdown of continuous assessment is as follows:*

	TOTAL
SE2 Problem solving and/or case studies	5%
SE4 Self-assessment and peer assessment	5%
SE5 Assessment of individual and/or team assignments and projects*	55%
SE6 Oral presentation and oral defense**	5%

* The assessment of assignments and projects corresponds to those turned in during the semester according to the project calendar.

** The grade of the oral presentation and defense corresponds to the presentation format defined in the project.

EXTRAORDINARY CALL

Certain situations may arise, like the ones described below. However, **in order to pass the subject, it is necessary to pass both parts (continuous assessment and SE3)**. Students who fail either part will receive a final grade of 4.0.

1. Students fail the subject when they receive a grade of less than 5.0 in the partial and final assessment, but pass the continuous assessment.

In this case, the grade in the continuous assessment remains valid and the student must take an exam on the entire subject. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

2. Students fail the continuous assessment.

In this case, the grade of the partial and final assessment remains valid and, on the day of the exam of the extraordinary session, students must submit the assignment specified by the professors. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

3. Students fail both parts of the subject.

In this case, on the day of this session, students must take the exam and submit the assignment specified by the professors. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

4. Students request to attend the extraordinary session who received a grade of 5.0 or higher on the exam in the ordinary session. In this case, the final grade of the subject is the one from this session, which may be higher or lower than or the same as (including a failing grade) the grade on the exam in the ordinary session. In addition, students who request to attend an exam, but fail to show up will be recorded as a “No Show” and will have to take the subject again.

In this assessment, on the day of this session, students must take the exam for the partial and final assessment and submit the assignment specified by the professors. The weight of the continuous assessment and the partial and final assessment remains valid as in the ordinary session.

PLAGIARISM AND COPYING

In the event of plagiarism in the submission of assignments and other irregularities such as cheating during exams, it will be penalized in accordance with the regulations.

Plagiarism is “presenting another person’s work or ideas as your own, with or without their consent, by including them in your work without full acknowledgement. This applies to any material—printed, digital, unpublished, or generated by AI” (University of Oxford, n.d.).

For further details on specific forms of plagiarism, such as verbatim copying, paraphrasing without citation, collusion, inaccurate referencing, and self-plagiarism, see the University of Oxford Academic Skills guidance: https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism.

Please note that AI#generated content must not be cited as an author. In these cases, please cite the original sources the content is based on and not the AI tool. Otherwise, using AI texts without acknowledgement also counts as plagiarism.

Reference

University of Oxford. (n.d.). “Plagiarism.” In *Academic Skills*. Retrieved June 10, 2025, from https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism

OFFICE HOURS

Universidad de Navarra

Previous appointment by email with the professor:

Juan Francisco Carías: jfcarias@unav.es (Reservar cita por Calendar)

Fernando Ruiz Pérez: frperez@unav.es (Reservar cita por Calendar)

Javier Astiz Eslava: jastize@external.unav.es

Xin Xing: xxing@unav.es

BIBLIOGRAPHY AND RESOURCES

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