

## SUBJECT TEACHING GUIDE

### G1727 - CROSS-CURRICULAR SKILLS, VALUES AND COMPETENCES

#### DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Degree in Business Administration and Management  
Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS			Type and Year	Core. Year 1 Core. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Linguistic Capacitation in English and Training in Values, Competences and Personal Skills Subject Area: Training in Values, Competences and Personal Skills				
Course unit title and code	G1727 - CROSS-CURRICULAR SKILLS, VALUES AND COMPETENCES				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	LIDIA SANCHEZ RUIZ
E-mail	lidia.sanchez@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E235)
Other lecturers	ANA FERNANDEZ LAVIADA IRENE GARCIA GONZALEZ JAVIER GUNDELFINGER CASAR PATRICIA CERECEDO SANDOVAL MONICA ARNAIZ MONAR REBECA GARCIA RAMOS ALBERTO GARCIA CERRO MARTA PEREZ PEREZ EMILIO PLACER MARURI PABLO MONTOYA DEL CORTE DANIEL MARTINEZ TOCA

### 3.1 LEARNING OUTCOMES

- Module 1. Corporate Governance: ethics, values and best practices.
  - Understanding the importance of ethics and values in corporate governance, and its impact on society.
  - Understanding and analysing the different forms of corporate governance and their resulting conflicts of interests .
  - Knowing the proposals of Corporate Governance Codes and the various aspects related to the investor's legal protection .
  - Being able to critically analyse several current cases related to Corporate Governance.
- Module 2. Self-knowledge as a basis for professional and personal success.  
Knowing what our personal potentialities are and what other aspects we should improve
- Module 3. Creativity, entrepreneurship and innovation: key success factors and competitive advantage.
  - Ability to identify and evaluate business projects.
  - Ability to understand the concept and types of innovations, together with their role for the survival and development of organizations.
- Module 4. Searching and information processing
  - Ability to develop an academic project according to some format, structure and content specified rules
  - Ability to search information using different types of sources .
  - Ability to properly cite and reference the information sources used.
- Module 5. Efficient information management with ICT
  - Knowledge of the basic use of the Excel spreadsheet
  - Know how to use ICT appropriately in both, the academic and the business context, knowing the basic principles and best practices of information security.
- Module 6. Microcredit and Social Development
  - The student will learn the concept of financial exclusion, causes and consequences.
  - The student will learn the principles and aplicability of microfinance
- Module 7. English  
Students will improve their speaking and listening skills as well as their written expression in English. The contents of the module combine General and Business English.

#### 4. OBJECTIVES

Module 1. Corporate Governance: ethics, values and best practices.

- Improving students' knowledge about ethics, Corporate Governance and investor's legal protection.
- Analyse the existing forms of Corporate Governance and the potential conflicts of interest that may arise among the different stakeholders.
- Critically analyse several current cases related to Ethics and Corporate Governance.
- Knowing and analysing the content of Corporate Governance Codes

Module 2. Self-knowledge as a basis for professional and personal success.

- Analysing our personality
- Identifying and accepting our limitations as a starting point to overcome them
- Identifying our strengths and potentials in order to develop them
- Knowing how to enhance those personal issues that are a necessary condition to carry out successfully any personal or professional project that we start

Module 3 (optional). Creativity, entrepreneurship and innovation: key success factors and competitive advantage.

- Providing the student with the skills and abilities needed to successfully act and respond to situations in a new and original way, given a context, modifying or introducing new elements in the processes and results.
- Encourage entrepreneurship, ie the initiative to take action and take advantage of the available opportunities.

Module 4 (optional). Searching and information processing

- Knowing the basic information sources that are available to students (books, specialised databases...)
- Knowing the existing referencing rules

Module 5 (optional). Efficient information management with ICT

- Knowing the basics of spreadsheets and the basic operation of Excel to management business information.
- Knowing the proper use of ICT and the basic principles of information security , both in the academic and the business world.

Module 6 (optional). Microcredit and Social Development

- Becoming aware of the importance of the financing problem for development.
- Analysing the concept of microcredit as a tool to promote financial inclusion
- Promoting microfinance training among undergraduate students as one of the key elements of development cooperation
- Developing skills for learning and teamwork through the analysis of successful experiences in Latin America , Africa or Asia

Module 7 optional: English

The aim of the language module is to improve and strengthen the language skills through the speaking and writing skills of the students and direct students to a B2 level according to the European Framework of Reference for Languages . Therefore, the module is aimed at students with a lower level than B2.

## 6. COURSE ORGANIZATION

### CONTENTS

1	<p><b>COMPULSORY SECTION</b> It is integrated by two compulsory modules (1 ECTS each module). TE= Theory PA = Classroom practices PL = Laboratory practices TU = Tutor hours EV = Evaluation TG = Group work TA = Individual work TU-NP = Non presential tutor hours EV-NP = Non presential evaluation</p>
1.1	<p>Module 1. Corporate Governance 1 ECTS. Compulsory. (TE:4; PA:0; PL:6; CL:0; TU:1,25; EV:0,75; TG:5,5; TA:7,50; TU-NP:0; EV-NP:0)</p>
1.2	<p>Module 2. Self-knowledge as a basis for the professional and personal success. 1 ECTS. Compulsory. (TE:2,50; PA:7,50; PL:0; CL:0; TU:1,25; EV:0,75; TG:5,50; TA:7,50; TU-NP:0; EV-NP:0)</p>
2	<p><b>OPTIONAL SECTIONS</b> Students will choose one of the optional sections.</p>
2.1	<p><b>OPTIONAL SECTION 1</b> This optional section is integrated by 4 optional modules (1 ECTS each module).</p>
2.1.1	<p>Module 3. Creativity, entrepreneurship and innovation: key success factors and competitive advantage. 1 ECTS. Optional. (TE:4; PA:2; PL:4; CL:0; TU:1,25; EV:0,75; TG:5,5; TA:7,5; TU-NP:0; EV-NP:0)</p>
2.1.2	<p>Module 4. Searching and information processing 1 ECTS. Optional. (TE:4; PA:6; PL:0; CL:0; TU:1,25; EV:0,75; TG:5,5; TA:7,5; TU-NP:0; EV-NP:0)</p>
2.1.3	<p>Module 5. Efficient information management with ICT 1 ECTS. Optional. (TE:0; PA:0; PL:10; CL:0; TU:1,25; EV:0,75; TG:5,5; TA:7,5; TU-NP:0; EV-NP:0)</p>
2.1.4	<p>Module 6. Microcredit and Social Development 1 ECTS. Optional. (TE:4; PA:6; PL:0; CL:0; TU:1,25; EV:0,75; TG:5,5; TA:7,5; TU-NP:0; EV-NP:0)</p>
2.2	<p><b>OPTIONAL SECTION 2.</b> Module 7. English. 4 ECTS. Optional. (TE:20; PA:20; PL:0; CL:0; TU:5; EV:3; TG:22; TA:30; TU-NP:0; EV-NP:0)</p>

### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Description. Module 1. Continuous assessment activities	Others	No	Yes	16,67
Description. Module 2. Continuous assessment activities	Work	No	No	10,00
Description. Module 2. Final project	Work	No	Yes	6,67
Description. Assessment of the optional section (see observations)	Others	No	Yes	66,66
TOTAL				100,00
Observations				

Students have to take the compulsory section and one of the two optional sections.

The final mark will be the sum of the marks obtained in each of the modules (compulsory and optional) taken by the student.

In order to pass the subject (Skills, Values and Transversal Competences), the final mark must be at least 50%. Nevertheless, those students who take module 7 must obtain at least 5 points in order to obtain the English credit recognition.

In the following lines the assessment methods of each optional module are described:

Module 3. One assessment method:

Activity 3.1. Group and/or individual activities

Type: continuous assessment activities

Final Evaluation: No

Reassessment: Yes

Weight: 16.67% (The weight of each activity will be established during the first lecture of the module)

Minimum score: 0

Date: Second term, during the course

Reassessment conditions: students will develop an individual project similar to the project proposed in the ordinary examination.

Module 4. One assessment method:

Activity 4.1. Several individual and/or group activities/exercises

Type: Other

Final Evaluation: No

Reassessment: Yes

Weight: 16,67% (The weight of each activity will be established during the first lecture of the module)

Minimum score: 0

Date: Second term, during the course

Reassessment conditions: students will develop similar activities. Students will have to submit them in the date of the extraordinary examination.

Module 5. One assessment activity:

Activity 5.1. Performing a study/report on information management with ICT

Type: Study/report

Final evaluation: No

Reassessment: Yes

Weight: 16.67%

Minimum score: 0

Date: Second term, during the course

Reassessment conditions: The students will develop a similar study/report that will have to be submitted it in the date of the extraordinary examination period

Module 6. Two assessment activities:

Activity 6.1. Continuous assessment activities

Type: continuous assessment activities

Final Evaluation: No

Reassessment: No

Weight: 8,33%

Minimum score: 0

Date: during the sessions of the module

Activity 6.2. Multiple choice final test

Type: Writen exam

Final Evaluation: No  
Reassessment: Yes  
Weight: 8,34%  
Minimum score: 0  
Duration: 60 Minutes  
Date: at the end of the module  
Reassessment conditions: reassessment exam

Module 7. Four assessment methods:

Activity 7.1. General English – Class attendance and participation

Type: Others

Final Evaluation: No

Reassessment: No

Weight: 16,665%

Minimum score: Students have to attend at least 70% of the classes

Date: during the course

Activity 7.2. General English – Continuous assessment activities

Type: Continuous assessment activities

Final Evaluation: No

Reassessment: Yes

Weight: 16,665%

Minimum score: 5

Date: during the course

Reassessment conditions: written exam in the extraordinary examination

Activity 7.3. Business English – Class attendance and participation

Type: Others

Final Evaluation: No

Reassessment: No

Weight: 16,665%

Minimum score: Students have to attend at least 70% of the classes

Date: during the course

Activity 7.4. Business English – Written exam

Type: Written exam

Final Evaluation: No

Reassessment: Yes

Weight: 16,665%

Minimum score: 5

Date: at the end of the course.

Reassessment conditions: written exam in the extraordinary examination.

In the event that health and/or educational authorities do not allow the assesment activities to be carried out in person, these will be carried out by telematic means.

Observations for part-time students

Module 1. Practical activities similar to those done by full-time students. The activities will have to be submitted on the date established by the teacher (at the end of the module).

Module 2. Part-time students will develop a project similar to the one developed by full time students. The final mark of this module will be completely based (100%) on this project.

Module 3. The final mark of this module will be completely based (100%) on an individual project similar to that one developed by full-time students.

Module 4. Part-time students will develop several activities similar to the ones developed by full time students. The final mark of this module will be completely based (100%) on the above mentioned activities.

Module 5. Part-time students will develop a similar study/report that full time students develop. The final mark of this module will be completely based on the above mentioned study/report.

Module 6. The final mark of this module will be completely based (100%) on a final test about the contents delivered in the module.

Module 7. Written and/or oral exam.



## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Aguila, J. y Monguet, J. M. (2010): Por qué algunas empresas tienen éxito y otras no : modelos de negocio, ideas clave y herramientas para innovar, Deusto

Areito, J. (2008): Seguridad de la información. Redes, informática y sistemas de información, Ediciones Paraninfo.

Bradley, T. (2007): Protección del PC y seguridad en Internet, Anaya Multimedia.

Castro Abancéns, I., Rufino Rus, J. I. (2010): creación de empresas para emprendedores, Pirámide

Creative Commons España. <http://es.creativecommons.org/blog/>

Díez de Castro, E. (2008): Informática aplicada a la planificación y gestión de la empresa. Madrid Pirámide.

Dodge, M. y Stinson, C. (2011): Excel 2010, Anaya Multimedia.

García Manjon, J. V. (2010): Gestión de la innovación empresarial: claves para ser una empresa, ed. Netbiblo, D.L

Gervilla, J. M. Q. (2011): La creatividad en el mundo empresarial, Dykinson, S. L

Gomez Vieites, A., Calvo González, L. (2010): La innovación: factor clave del éxito empresarial, ed. Ra-Ma

Gonzalez, F. J. (2012): creación de empresas: guía del emprendedor, Pirámide

Guías y Tutoriales de la Biblioteca de la Universidad de Cantabria. Disponibles en <http://www.buc.unican.es/node/9327>

Materiales docentes que entreguen los profesores a los estudiantes.

Olcese Santoja, A. (2005). Teoría y Práctica del Buen Gobierno Corporativo. Marcial Pons.

Pindado, J. (2012). Finanzas Empresariales. Paraninfo Thomson Learning.

Ricart, J.E.; Alvarez, J.L. y Gifra, J. (2005). Los accionistas y el Gobierno de la Empresa. Colección Management Deusto.

Schnarch, A. (2010): Creatividad aplicada: cómo estimular y desarrollar la creatividad a nivel personal y empresarial, Starbook

Torre Olmo, B.; Sainz Fernandez, I.; Sanfilippo Azofra, S.; López Gutiérrez, C. (2012): Guía sobre Microcréditos. Universidad de Cantabria.

Tutorial de AMADEUS. Disponible en [https://webhelp.bvdep.com/Robo/BIN/Robo.dll?project=64\\_EN&newsess=1](https://webhelp.bvdep.com/Robo/BIN/Robo.dll?project=64_EN&newsess=1)

Tutorial de SABI: Sistema de Análisis de Balances Ibéricos. Disponible en:  
<http://www.buc.unican.es/content/sabi-sistema-de-analisis-de-balances-ibericos>

Además de todo lo anterior, se pone a disposición del alumno un curso en la plataforma virtual Moodle que sirve como medio para la difusión de materiales adicionales preparados por el profesorado así como medio de comunicación entre profesorado y alumnado.

Bibliografía básica para el módulo 7 Inglés

-Variedad de material docente de distintas fuentes que se entrega a los alumnos .

- Latham-Koenig Christina (2013) . New English File . Intermediate and Pre- Intermediate student´s book.Oxford University

Press.

- Norman Whitby. Business Benchmark .Pre-intermediate to Intermediate. Student's book (2013) Cambridge University Press.

-Susan Kay. Reward Pre- intermediate , Intermediate and Upper-intermediate Communicative activities for students of English .Heinemann.

- Christ Redson&Gillie Cunningham (2013) Face 2 face Intermediate Student's book ( 2013 ) .Cambridge University Press