

TEACHING GUIDE

ECONOMIC MANAGEMENT AND ACCOUNTING

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

Date: 30-06-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	1 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>En esta asignatura estudiaremos los principios fundamentales de Gestión Económica y Contabilidad financiera y de gestión en las organizaciones, centrándonos especialmente en la gestión de eventos.</p> <p>Aprenderemos a definir y modelizar un evento desde un punto de vista presupuestario, identificando sus costes e ingresos lo que nos permitirá realizar el seguimiento y control durante su ejecución.</p> <p>Identificaremos las necesidades financieras del evento y conoceremos diferentes posibilidades de financiación para el mismo, públicas y privadas.</p> <p>Aplicaremos las normas y técnicas contables que nos permitan registrar las operaciones del evento.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice</p> <p>CG3. Ability to analyse, gather and summarise information and data</p> <p>CG5. Development of autonomous learning in the field of study</p> <p>CG6. Planning and organisation skills</p> <p>CG8. Knowledge of information technology relevant to the field of study</p> <p>CG9. Ability to gather, evaluate and interpret information from different sources</p> <p>CG10. Decision-making and problem-solving skills</p> <p>CG14. Critical-thinking and self-criticism skills</p> <p>CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people</p>
<p>Specific competences</p> <p>CE11. Knowledge of the professional and business environment related to the practice of the profession</p> <p>CE30. Acquire and apply the necessary knowledge of economics to manage the budget, recruitment, funding and sponsorship of different types of events, conferences, fairs and/or functions</p> <p>CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations</p>



IV.-Contents

IV.A.-Syllabus

1.- Understanding economic management:

Company as a system, elements, stakeholders and objectives, the value system.

2.- Managing Events: Project Management Basic concepts

An event is running under project mode; a process that have low output repetition and have a high level of personalization. In this subject we will learn some techniques in order to manage (plan and control) a project: Scope definition, determination of activities (WBS), duration (critical path) (Gant chart) (Pert), Resource management.

3.- Events Budgeting:

Based in chapter 2 contents we will learn some tools and techniques to prepare an event budget and control.

4.- Events Financing:

First we will Identify the financial needs of the project, understanding the cash flow budget, then we will analyze and understand different financial sources such as sponsorship, government subsidies and grants. At this point we will get some references to understand government budget.

5.- Accountig: Keeping record of our economic activity

We will study how organizations capture and use financial information for reporting and analysis.

Topics includes, accounting regulation, the accounting cycle, and the preparation of financial statements such as balance sheets and income statement. So we will learn some tools to analyze company/project return and liquidity based in financial statements information.

IV.B.-Training activities

Type

Title

Practical / resolution of exercises

The pupil will have a collection of practical cases prepared by the teacher of the subject, in order that he/she could develop in a practical way the theoretical studied contents and put into practice the methodology . The above mentioned practical cases will develop so much individually like in group

Reading

The pupil will have a collection of theoretical materials that will be hung through the campus virtual of the subject. These readings will be mandatory for the good development of the subject. The readings will be assigned to the different chapters that develop during the study of the subject

V.-Student workload		
Lecture classes		24
Practical classes/resolution of exercises, case studies, etc.		30
Practical sessions in technological laboratories, hospitals, etc.		0
Tests		6
Academic tutorials		15
Related activities: conferences, seminars, etc.		33
Preparation of lecture classes		20
Preparation of practices, exercises, cases studies work		30
Test preparation		22
Total student workload		180
VI.-Methodology and academic programme		
Type	Period	Content
Work placements	Week 2 to Week 14	Chapters 1 to 5 We will analyze all the practical contents. Every week we will dedicate one session to to prepare practical exercises.
Group work	Week 6 to Week 16	There is a mandatory group assignment its due by week 14 and will be exposed in class by students.
Tests	Week 1 to Week 14	Chapters 1 to 5 The evaluation items will be on site
Academic Tutorials	Week 1 to Week 14	Individual and group tutorials
Master classes	Week 1 to Week 16	Chapters 1 to 5 We will analyze all the theoretical contents. Every week we will dedicate one session to study theory.



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

Regular Evaluation:: If the teacher requires mandatory attendance, it should be precisely specified.(Note: If a student is not allowed to sit for an exam because he/she has not complied with minimum attendance, this should be justified using a system of proof; for example, a list of signatures on an attendance sheet).The distribution and characteristics of the assessment tests are the ones described next. The professor, considering the specific characteristics of each group, may announce changes during the first weeks of the course that he or she considers appropriate, previously informing the Vice-rector of Academic Affairs and Organization and Degrees.

Extraordinary Evaluation: Those students who have not succeeded at the ordinary assessment, or have not taken the subject exams, will have to do a make-up exam in accord with the terms established by the professor.

Description of the Tools for assessment and their weights:

Regular Evaluation:

Mandatory assignment: The teacher will propose an assignment (develop an imaginary event describing and using different tools for event management, accounting and budgeting) that represent 35% (25% document, 10% presentation) of the final grade the assignment will be presented by students in class, (it evaluates communication skills writing and presenting)

Exam: the exams represents 60% of total mark if it is higher than 5. The exams will consist of a theoretical part and a practical part, being necessary to achieve the minimum score of 5 (over ten) in each of them to pass the exam. During the course will be two exams (each one suppose 30% of the final grade)

Participation in class: 5% of the final grade (that item will value the class attendance and the observed attitude of the students)

Extraordinary Evaluation:

For those students that have not passed the subject during the regular evaluation period, there will be an extraordinary exam where they must to pass the items not passed during the regular evaluation. The mandatory assignment is not evaluable again during the extraordinary evaluation (students will get the mark for that item obtained during the regular evaluation).

Advanced Evaluation:

For those students that got the risk for the advanced evaluation (get not more than 2 subjects pending to finish the grade) there will be a special exam, in the date that the university decide, that exam get both theory and practice contents and will represent 100% of the grade the student need to achieve minimum 5/10 to pass the exam.

VII.B. Assessment of students with an academic exemption



Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

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

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

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

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



VII.-Bibliography

Reference Generic

Kendrick Fernandez (2020) Finance for Nonfinancial Managers: A Guide to Finance and Accounting Principles for Nonfinancial Managers (Economics and Financial Education)
 50 minutes (2015) Michael Porter's Value Chain: Unlock your company's competitive advantage (Management &Marketing) www.50minutes.com
 Joseph Heagney (2016) Fundamentals of Project Management, AMACOM
 Exploring Business <http://www.saylor.org/books>
 Cuervo et al (2008) Introducción a la administración de empresas; Thomson Civitas
 Williams et all; Financial accounting; 12th ed Mc Graw Hill-Irwin

Reference literature

Plan General de Contabilidad (English Version) www.icac.es
 PMBOOK Guide www.pmi.org

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor´s name	MIGUEL ANGEL MORALES MOYA
E-mail address	miguel.morales@urjc.es
Department/field	Economía Financiera y Contabilidad
Category	Profesor/a Ayudante Doctor/a
Academic qualifications	Doctor
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	1
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	2

