

Academic year 2018-19

FACULTAT D'ECONOMIA
UNIVERSITAT DE VALÈNCIA



**INTRODUCTION TO
BUSINESS ADMINISTRATION
AND MANAGEMENT
STUDIES**

WEEK 06 – THEORY – PRACTICAL – Ford Pinto Case Study

Case Study: the Ford Pinto



Case Study: the Ford Pinto

- The production of the Ford Pinto started in 1978. The car had a gas tank that was vulnerable to rear impacts, causing the fuel to burn.
- Tests were carried out in a secret place and it was discovered that, in cars that collided at a speed above 40.23 Km / h, the gas tank exploded.
- In addition, the weak structure of the car was deformed thereby blocking the doors and trapping the occupants of the vehicle.
- Later, however, some managers of the company denied under oath that there had been such evidence.
- Despite these problems, why was it marketed?

Case Study: the Ford Pinto



Case Study: the Ford Pinto



TÍTULO ORIGINAL Class Action; AÑO 1991; DURACIÓN 106 min.; PAÍS USA; DIRECTOR Michael Apted; GUIÓN Carolyn Shelby, Christopher Ames, Samantha Shad; MÚSICA James Horner; FOTOGRAFÍA Conrad Hall; REPARTO Gene Hackman, Mary Elizabeth Mastrantonio, Colin Friels, Joanna Merlin, Laurence Fishburne, Donald Moffat, Jan Rubes, Matt Clark, Fred Dalton Thompson; PRODUCTORA 20th Century Fox.

Sinopsis: La película refleja un suceso real. El guión incorpora elementos añadidos que le dan mayor interés cinematográfico, sin dejar de reflejar en toda su crudeza la decisión de una organización que prescindió de la ética en la década de los ochenta. En la película un brillante abogado Jedediath Tucker Ward (Gene Hackman) defiende a un grupo de personas que acusan a una compañía de coches de fabricar sus productos de forma defectuosa, por lo que, a causa de un accidente, han estado a punto de morir. Su hija Margaret (Mary Elizabeth Mastrantonio), es el abogado defensor de la empresa, y este juicio podría ser su trampolín para convertirse en miembro asociado del despacho.

Case Study: the Ford Pinto

Purpose of the Practical:

- Be able to identify the ethical dimension in any managerial decision.
- Be able to make decisions by applying ethical norms of conduct.

Goals of the Practical:

- Before: be very clear of the purpose.
- During: take the necessary notes to be able to do the task required.
- After: carry out the individual task in the Virtual Classroom.

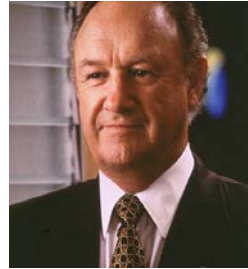
Tasks of the Practice:

After watching the video (Argo Motors and the Meridian).

1. Diagnose the decisions made by the 7 characters.
 2. Diagnose the type of responsibility of each character.
 3. What would you do if you were Maggie (main character). Explain.
-

Characters

Accusation lawyer



Jed Tucker

Argo lawyers



Frederick Quinn

Argo Motors



Dr. Getchell

Tasks:

1. Make an diagnosis of the ethical behavior of each character.
2. Make an ethical diagnosis of the type of responsibility of each of them.
3. What would you do if you were Maggie. Why?



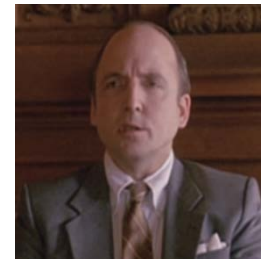
Michael Grazier



Alexander Pavel



Maggie Tucker



Anthony Patricola

Sabi

Sistema de Análisis de Balances Ibéricos

FACTIVA[®]



D | DOW JONES

Basic use for teaching

October 2018



Biblioteca de Ciències Socials
"Gregori Maians"

e-Resources and UV Network

Des d'un pc connectat a la xarxa de la UV



a la Facultat



a la Biblioteca

<http://trobes.uv.es>

Des dels meus dispositius connectats a EDUROAM



Des de qualsevol lloc del CAMPUS

<http://links.uv.es/N231Rsh>

Des de CASA



VPN



<http://links.uv.es/Oyx8b7t>

Basic use of SABI/Factiva

Access to Databases ...



Language

SABI: Empresas – Personalizar – Opciones Generales – Idioma-

Factiva: Configuración (rueda) - lenguaje

Help for students

Thematic guides

- * There are links to training documents of SABI and Factiva
- * Route:
 1. Web Biblioteca de Ciencias Sociales Gregori Maians
 2. Menu on the left: Guías temáticas
 3. Top right: Guías y Ayudas
 4. SABI, only in Spanish
 5. Factiva, only in English

Acces

<http://trobes.uv.es/>

UNIVERSITAT DE VALÈNCIA
Servei de Biblioteques i Documentació

Inici **TROBES: catàleg de la biblioteca**

Nova Cerca RESERVAR Afegir a les Meues Llistes Guardar registre Format MARC Tornar Al Li

TÍTOL Tot el Catàleg Ordre del Sistema

Limitar els resultats als exemplars disponibles per a préstec

Títol **SABI [Recurs electrònic]**
Publicació [Paris?]: Bureau van Dijk Electronic Publishing, cop. 2009-

Enllaç a:
Base de dades en línia (ús limitat a la U.V.)
[Més informació sobre aquest recurs ...]

<http://cibisoc.blogs.uv.es/>

Biblioteca de Ciències Socials "GREGORI MAIANS"

Inici Guies Temàtiques Premsa i Comunicació Estadístiques Tesis Dictionaris i Enciclopèdies Guies i Ajudes

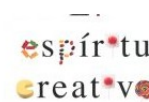
Les guies temàtiques són una selecció de recursos d'informació d'interès per a les àrees de ciències socials i jurídiques recopilats per la Secció d'Informació Bibliogràfica de la Biblioteca de Ciències Socials "Gregori Maians"

Guies Temàtiques

- Ciències polítiques
- Criminologia
- Dret
- Economia
- Empresa
- Relacions Laborals
- Sociologia
- Treball social
- Turisme

Oct 16 2017 Novetats de la setmana 42-2017

Novetats No Responses »



Matèries: Dret, Economia, Feminisme, Política, Sociologia
Manuals: Criminologia, Dret administratiu, Dret del treball, Dret mercantil
Imatge presa de la web de l'editor

DANIEL GOLEMAN
autor de la introducció i prefaci
PAUL KAUFMAN
i MICHAEL KAY

Posted by cargarc6 at 19:55

Tagged with: novetats bibliogràfica

Oct 10 2017 Novetats de la setmana 41-2017

Novetats No Responses »

Matèries: Dret, Economia, Feminisme, Política, Sociologia, Urbanisme

SABI Contents

- * Financial database containing information on Spanish companies
- * Provides balance sheets and reports from more than 2.5 million companies
- * Portuguese companies are NOT subscribed (but accessible through Orbis)
- * Data comes from the Commercial Registers
- * Qualitative data and indicators of financial strength are offered
- * It also includes some sector reports (MarketLine only)

SABI Contents

Sabi coverage
Disponibilidad de datos en la base
Última actualización datos **26/09/2018**

Número total de empresas 3.335.294

Total	3.335.294
de los cuales	
empresas españolas	2.543.356
empresas portuguesas	791.938
de los cuales	
con depósitos de cuenta	48.730
de los cuales	
cotizan en bolsa	2.790
Número de empresas con información específica	
con	
Administradores	2.666.863
Accionistas	1.284.980
Accionistas	1.244.169
Filiales	135.714
Marketline perfiles de empresa	11.926
Morningstar perfiles de empresa	3.395

* Se reciben continuamente noticias empresariales, por lo tanto estos números podrían cambiar un poco.

SABI Contents

The home page gives detailed subscription information

Su suscripción SABI le permite acceder a la siguiente información		
<u>Empresas grandes</u> : top 200.000	✓	<u>Fortaleza financiera</u> : percepción del desempeño de una empresa o sector actividad ✓
<u>Todas las empresas</u> : todas las empresas disponibles en Sabi	✓	<u>Noticias</u> : noticias recopiladas por Bureau van Dijk e Informa ✓
<u>Acceso Marketing</u>	⊘	<u>Fusiones & adquisiciones</u> : información sobre fusiones & adquisiciones ✓
<u>España</u> : empresas Españolas en Sabi	✓	<u>Excel Add-in</u> : vínculo a Sabi directamente a partir de Excel ✓
<u>Portugal</u> : empresas Portuguesas en Sabi	⊘	<u>PowerPoint Add-in</u> : vínculo a Sabi directamente a partir de Powerpoint ✓
<u>Depósitos de cuenta</u> : depósitos de cuentas de las principales empresas Españolas	✓	<u>Mapas</u> : Analizar y localizar ⊘

SABI: Practical applications

- * Obtain financial reports from a specific company or group of companies
- * Identify companies based on different criteria
- * Make comparisons of companies
- * Analyze the business activity of a locality or geographical area
- * Get sector reports
- * etc.

SABI: data export

- * In SABI there are limits to the exportation of financial data
- * Export = any output other than screen display (Excel, PDF, etc.)
- * 50 thousand records NIF / 7 days (automatic reset)
- * 1 company = 1 NIF (all data available for download)
- * Consider: 1 variable (financial data) of 1 year from 10 companies = 10 companies / 10 years = 100 companies!

SABI: data export

- * It is recommended to keep these types of limitations in mind when implementing a practical with SABI in the classroom.
- * If the students have to work with financial data from a large group of companies over a long chronological period, it is better if the extraction is done only once, so as to avoid each student having to extract the data independently by repeating the same search.
- * It is common to finish the export credit, ignoring the exact moment of the limit reset.

Factiva Contents

- * Database of business and economic news.
- * Adds free and paid content from thousands of local and international sources and multiple languages.
- * Allows access to the full text of news from newspapers, academic and dissemination magazines, press agencies, transcription of radio / TV programs, and other online services: ABC, Alimarket, El País, La Vanguardia, Expansion, Reuters, Cinco Días , etc.
- * Financial information of listed companies.
- * More than 36.000 sources, more than 200 countries, 28 languages.
- * Updated daily.

Factiva: Practical applications

- * Access multiple news sources from a single access point.
- * Search in a specific source taking advantage of powerful search engine.
- * Prepare press dossiers easily from the results of a search.
- * Obtain financial information, news and reports, from large listed companies around the world.

Thank you!

Contact:



LA BIBLIOTECA RESPONDE

INTRODUCTION

Every day people talk in an improvised way without problems. However, this is more difficult when speaking in public.

This technique consists of limiting time to one minute in a way that increases concentration and facilitates expression.

In addition, the group participates in deciding the topic of the exhibition. It is also appropriate at times to allow the speaker to choose the topic, when he has a relevant issue that he wishes to express himself.

- **The source of this technique is Dale Carnegie's book: *The Quick and Easy Way to Speak Effectively*, 1962. However, it combines positive motivational reinforcement techniques.**
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INTRODUCTION

It is usual to devote more time to establishing the topic than to the discourse itself and, in some cases, to discuss later in a group what was presented by the speaker.

When the discussion is finished, three positive criticisms are made to each speaker. Normally this practical is done after the group has been working together for several weeks.

OBJECTIVES

- Improve the expository capacity of students.
- Explore the opinion of students on current relevant topics.
- Improve the capacity for dialogue of students.
- Develop students' respect for opposing opinions from their classmates about conflicting issues.
- Motivate students with positive reinforcement.

INSTRUCTIONS

- Explain to the students how the session will develop: the objectives and the instructions.
- Ask for a volunteer to start.
- The students are asked to suggest three or more topics. Often, a student suggests a topic on which the speaker has special knowledge.
- The three topics suggested by classmates are written by the speaker on the board, giving them some time to choose the subject.

INSTRUCTIONS

- Once the subject is chosen, the student makes his impromptu speech in a timed minute. In that minute nobody else can talk and we wait until the minute elapses. If the subject is of special interest, the student is notified that the time has ended, but he can be allowed to finish his argument for a few more seconds.
- Once the speech is finished, the rest of the students are allowed to express their opinion freely, always respecting the opinions of others.

INSTRUCTIONS

- A very motivating option is to ask the students to make three positive reviews of each speaker, and if necessary the teacher can complete the process. Once the speech is finished, the rest of the students are allowed to express their opinion freely, always respecting the opinions of others.
- Being such a limited time, it is intended that all members of the group carry out this practice.

EXAMPLES OF TOPICS SUGGESTED IN THE LAST COURSE

1. University
2. Feminism
3. Football
4. Terrorism
5. Independence in Catalonia
6. Night party
7. Travel

EXAMPLES OF TOPICS SUGGESTED IN THE LAST COURSE

- 8. Nutrition
- 9. Vox
- 10. Bets
- 11. Legalization of Cannabis
- 12. Architecture
- 13. Valencia CF
- 14. NGOs

OBJECTIVES

1. Introduce the basic aspects of spreadsheet use.
2. Practice with a real database from the UV, preserving data confidentiality.
3. Establish the configuration of the spreadsheet, the printing design, the successful use of calculations between variables, and the design of graphs

INSTRUCTIONS

From the data sheet, perform the following tasks:

- 1. Make a copy of the sheet and call it “SURNAME”, which will appear first and will be the one that you work on.
- 2. Write your full name in cell 2A, and adjust the text so that it is visible with a font size of 14.
- 3. Perform a spell check of the entire sheet.
- 4. Indicate the total sum of each of the indicators. What is the total number of PAS across the Faculties?

INSTRUCTIONS

- 5. Change the font of rows 2 and 3 from Arial to Batang.
- 6. Change the number format, so that all figures are expressed without decimals and are centered.
- 7. Mark in bold the data that represents the sum of other data, and leave the rest of the data without bold. Shade those columns in light yellow.
- 8. Indicate the number of students in Faculties that offer more than 6 degrees and the % they represent over the total number of students.

- 9. Set the print area, set the printing to horizontal, set the header with the file name (minimum), set the footer with the page number (minimum) and set the printing so that the margins are centered horizontally and vertically, the rows are repeated at the upper end 1 to 3, and column 1 is repeated on all the sheets. Use page breaks so that each of the blocks of indicators 1, 2, 3 and 4, appear in 4 sheets when printed.
 - 10. Make three graphs with different formats: the number of undergraduate students, the number of master students and the number of PAS.
 - 11. Make a copy in another sheet and exchange rows and columns.
 - 12. Upload the resulting file to the Virtual Classroom.
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