



Teaching Guide

Identifying Data				2015/16
Subject (*)	Dirección de empresas	Code	730497010	
Study programme	Mestrado Universitario en Enxeñaría Industrial (plan 2012)			
Descriptors				
Cycle	Period	Year	Type	Credits
Official Master's Degree	1st four-month period	Second	Obligatoria	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Análise Económica e Administración de Empresas			
Coordinador	Dominguez Feijoo, Gerardo	E-mail	g.dominguez@udc.es	
Lecturers	Crespo Pereira, Diego Dominguez Feijoo, Gerardo	E-mail	diego.crespo@udc.es g.dominguez@udc.es	
Web				
General description	Knowledge and skills to lead and organize a company.			

Study programme competences

Code	Study programme competences
A9	Coñecementos e capacidades para organizar e dirixir empresas.
A10	Coñecementos e capacidades de estratexia e planificación aplicados a distintas estruturas organizativas.
A11	Coñecementos de dereito mercantil e laboral.
A12	Coñecementos de contabilidade financeira e de custos.
B3	Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos.
B5	Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que terá que ser en boa medida autodirixido ou autónomo.
B6	Ser capaz de realizar a análise crítica, avaliación e síntese de ideas novas e complexas.
B7	Falar ben en público.
C1	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.

Learning outcomes

Learning outcomes	Study programme competences		
Knowledge of planning and strategy for the management and organization of companies	AJ9 AJ10	BJ3 BJ5 BJ6 BJ7	CJ1
Knowledge of accounting and law to assist in making business decisions.	AJ11 AJ12	BJ3 BJ5 BJ6 BJ7	CJ1

Contents

Topic	Sub-topic
1. Role Directive.	
2. Strategic Planning	
3. Financial Economic System	



4. Commercial and labor law.	
5. Business plans.	
6. Methods of assistance to decision-making	
7. Enterprise Information Systems	
8. Risk assessment.	

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
ICT practicals	A9 A10 A12 C1	10	7.5	17.5
Case study	A9 A10 A11 A12 B3 B5 B6 B7	5	20	25
Supervised projects	A9 A10 A11 A12 B3 B5 B6 B7 C1	1	26.5	27.5
Mixed objective/subjective test	A9 A10 A11 A12 B3 B5 B6 B7 C1	3	0	3
Guest lecture / keynote speech	A9 A10 A11 A12 B3 B5 B6	40	35	75
Personalized attention		2	0	2

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
ICT practicals	With computer to solve practical cases of the subject. Software to be used as Excel, Access and others.
Case study	During the classes, cases of study will be presented to the student for its analysis and discussion in class, as well as to the develop of individual or in group works. The cases corresponded with aspects of the theme. Simulation tools would be used to take decisions in some business games, proposed to the students.
Supervised projects	The development of a group work by the student will be proposed, with the help of the professor . The scope of this work and its particularities and weight in the final grade will be transmitted to students in due time. The work aims to help students develop their ability to work in a team developing an original and creative performance through the analysis of a specific case for which will have to implement the skills acquired throughout the course
Mixed objective/subjective test	It will consist of an evaluation test of knowledge acquired at the end of the exhibition of all the contents of the subject.
Guest lecture / keynote speech	The teacher will teach most of the theoretical contents of the subject through the exposure of these in theoretical sessions, in which the participation of students will be promoted too. The professor of media to help you better exposure of the contents of the subject.

Personalized attention	
Methodologies	Description



Case study Supervised projects Mixed objective/subjective test ICT practicals Guest lecture / keynote speech	It will be done in the tutorial hours of teachers.
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Assessment			
Methodologies	Competencies	Description	Qualification
Supervised projects	A9 A10 A11 A12 B3 B5 B6 B7 C1	Developing a business plan in groups. A minimum grade of 30% is required in its assessment to pass the course.	40
Mixed objective/subjective test	A9 A10 A11 A12 B3 B5 B6 B7 C1	Final exam with theory questions and problems.	60

Assessment comments

Sources of information	
Basic	
Complementary	Serán facilitadas ós alumnos ó longo do curso.

Recommendations
Subjects that it is recommended to have taken before
Subjects that are recommended to be taken simultaneously
Dirección de sistemas produtivos e loxísticos /730497009
Subjects that continue the syllabus
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.