



Teaching Guide				
Identifying Data				2015/16
Subject (*)	XESTIÓN EMPRESARIAL	Code	730G03010	
Study programme	Grao en Enxeñaría Mecánica			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	FB	6
Language	SpanishGalicianEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Análise Económica e Administración de Empresas			
Coordinador	Dominguez Feijoo, Gerardo	E-mail	g.dominguez@udc.es	
Lecturers	Dominguez Feijoo, Gerardo Ríos Prado, Rosa Rodriguez Fernandez, Maria Jose Vez Vazquez, Juan Carlos	E-mail	g.dominguez@udc.es rosa.rios@udc.es maria.jose.rfernandez@udc.es juan.carlos.vez@udc.es	
Web	www.udc.es/eps/A_Escola/			
General description	The course aims to develop student by an overview of the activities of enterprises; which is able to detect, analyze and provide solutions to real business problems on a systemic overview. It thus offers an approach to generalized application over specific points, consistent with the broad spectrum of functional adaptation of the professionals in Industrial Engineering.			

Study programme competences	
Code	Study programme competences
A6	Coñecemento axeitado do concepto de empresa, marco institucional e xurídico da empresa. Organización e xestión de empresas.
A15	Coñecementos básicos dos sistemas de produción e fabricación.
A17	Coñecementos aplicados de organización de empresas.
A18	Coñecementos e capacidades para organizar e xestionar proxectos. Coñecer a estrutura organizativa e as funcións dunha oficina de proxectos.
B2	Que os estudantes saiban aplicar os seus coñecementos ao seu traballo ou vocación dunha forma profesional e posúan as competencias que adoitan demostrarse por medio da elaboración e defensa de argumentos e a resolución de problemas dentro da súa área de estudo
B3	Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da súa área de estudo) para emitiren xuizos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética
B4	Que os estudantes poidan transmitir información, ideas, problemas e solucións a un público tanto especializado como leigo
B5	Que os estudantes desenvolvan aquelas habilidades de aprendizaxe necesarias para emprenderen estudos posteriores cun alto grao de autonomía
B6	Ser capaz de concibir, deseñar ou poñer en práctica e adoptar un proceso substancial de investigación con rigor científico para resolver calquera problema formulado, así como de comunicar as súas conclusións e os coñecementos e razóns últimas que as sustentan? a un público tanto especializados como leigo dun xeito claro e sen ambigüidades
B7	Ser capaz de realizar unha análise crítica, avaliación e síntese de ideas novas e complexas
B8	Deseñar e realizar investigacións en ámbitos novos ou pouco coñecidos, con aplicación de técnicas de investigación (con metodoloxías tanto cuantitativas como cualitativas) en distintos contextos (ámbito público ou privado, con equipos homoxéneos ou multidisciplinares etc.) para identificar problemas e necesidades
B9	Adquirir unha formación metodolóxica que garanta o desenvolvemento de proxectos de investigación (de carácter cuantitativo e/ou cualitativo) cunha finalidade estratéxica e que contribúan a situarnos na vangarda do coñecemento
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.
C2	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.



C3	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C4	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C5	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C6	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

Learning outcomes			
Learning outcomes	Study programme competences		
Work collaboratively with different areas of the company involved in the process design and development of engineering projects	A6 A15 A17 A18	B4 B6 B8	C1 C2 C3 C4 C5 C6
Know the group dynamics and teamwork	A6 A15 A17 A18	B2 B3	C2 C3 C4 C5 C6
Ability to organize and plan the process of designing and developing new products.	A6 A15 A17 A18	B5 B7	C2 C3 C4 C5 C6
Ability to fit with efficacy to projects and interrelate with other areas of the company involved on the project.	A6 A15 A17 A18	B6 B9	C1 C2 C3 C4 C5 C6
Understand and manage the different participation that the engineering work has over economic, management and commercial aspects of the company.	A6 A15 A17 A18	B3 B4 B6 B8	C2 C3 C4 C5 C6

Contents	
Topic	Sub-topic
THEME 1: INTRODUCTION	
THEME 2: Company organization	
THEME 3: Company and product	
THEME 4: Company and marketing system	
THEME 5: Company and production system	
THEME 6: Financial state analysis	

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours



Guest lecture / keynote speech	A6 A15 A17 B3 B9 C1 C2 C3 C4 C5	30	30	60
Case study	A18 B5 B7 C2 C4 C6	12	12	24
Supervised projects	A18 B2 B4 B6 B8 C1 C3 C5	8	40	48
Multiple-choice questions	A6 A17 B7	4	12	16
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
Guest lecture / keynote speech	<p>The professor will teach most of the theoretical content of the subject through the explanation of the subjects in theoretical sessions, in which the participation of the students will also be promoted.</p> <p>The professor will use media to better exposure of the contents of the subject.</p>
Case study	<p>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. They will be evaluated and they will be part of the final grade.</p> <p>The cases corresponded with aspects of the theme.</p> <p>Simulation tools would be used to take decisions in some business games, proposed to the students.</p>
Supervised projects	<p>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.</p> <p>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.</p>
Multiple-choice questions	<p>An exam at the end of the classes will be made. It is a test. The students will know in advance the number of questions and the scoring criterion.</p>

Personalized attention	
Methodologies	Description
Case study Guest lecture / keynote speech Supervised projects Multiple-choice questions	<p>All activities and methodologies developed requires the personalized attention of the student for they better understanding and achievement of the objectives.</p>

Assessment			
Methodologies	Competencies	Description	Qualification
Case study	A18 B5 B7 C2 C4 C6	The works and exercises proposed to the students along the clases will score until a 20% of the final grade. The student has to get over a 30% of the score of this part. Unless students of the previous year, which keep the grade of this part.	10
Supervised projects	A18 B2 B4 B6 B8 C1 C3 C5	The group work will be until a 40% of the final score. The student has to get over a 30% of the score of this part. Unless students of the previous year, which keep the grade of this part.	30
Multiple-choice questions	A6 A17 B7	Final exam will be until a 60% of the final grade. The student has to get over a 30% of the score of this part.	60

Assessment comments



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### Sources of information

<b>Basic</b>	- Fernández Sánchez, E., Junquera Cimadevilla, B., del Brío González, J.A. (2008). Iniciación a los Negocios para Ingenieros. Aspectos Funcionales. España
<b>Complementary</b>	

### Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

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.