



Teaching Guide				
Identifying Data				2015/16
<b>Subject (*)</b>	Economía da Empresa: Dirección e Organización		<b>Code</b>	611G02008
<b>Study programme</b>	Grao en Administración e Dirección de Empresas			
Descriptors				
<b>Cycle</b>	<b>Period</b>	<b>Year</b>	<b>Type</b>	<b>Credits</b>
Graduate	2nd four-month period	First	FB	6
<b>Language</b>	Spanish			
<b>Teaching method</b>	Face-to-face			
<b>Prerequisites</b>				
<b>Department</b>	Análise Económica e Administración de Empresas			
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<b>Web</b>				
<b>General description</b>	En este curso, se exponen los conceptos fundamentales de la organización de empresas con el objeto de desarrollar las habilidades necesarias para afrontar con éxito la responsabilidad del desarrollo estratégico de una empresa. Asimismo se explicarán el comportamiento empresarial y la función directiva.			

Study programme competences / results	
Code	Study programme competences / results
A1	Manage an enterprise or small organization, understanding their competitive and institutional position and identifying their strengths and weaknesses
A2	Integrate in any functional area of micro-firms or SMEs and perform fluently any management task commissioned
A3	Evaluate and foreseeing, from relevant data, the development of a company.
A4	Elaborate advisory reports on specific situations of companies and markets
A5	Write projects about specific functional areas (e.g. management, marketing, financial) of the company
A6	Identify the relevant sources of economic information and to interpret the content.
A8	Derive, based on from basic information, relevant data unrecognizable by non-professionals.
A9	Use frequently the information and communication technology (ICT) throughout their professional activity.
A10	Read and communicate in a professional environment at a basic level in more than one language, particularly in English
A11	To analyze the problems of the firm based on management technical tools and professional criteria
B1	CB1-The students must demonstrate knowledge and understanding in a field of study that part of the basis of general secondary education, although it is supported by advanced textbooks, and also includes some aspects that imply knowledge of the forefront of their field of study
B2	CB2 - The students can apply their knowledge to their work or vocation in a professional way and have competences typically demonstrated by means of the elaboration and defense of arguments and solving problems within their area of work
B3	CB3- The students have the ability to gather and interpret relevant data (usually within their field of study) to issue evaluations that include reflection on relevant social, scientific or ethical
B4	CB4-Communicate information, ideas, problems and solutions to an audience both skilled and unskilled
B5	CB5-Develop skills needed to undertake further studies learning with a high degree of autonomy
B6	CG1-Perform duties of management, advice and evaluation in business organizations
B7	CG2-Know how to use the concepts and techniques used in the various functional areas of the company and understand the relationships between them and with the overall objectives of the organization
B8	CG3- Know how to make decisions, and, in general, assume leadership roles.



B10	CG5-Respect the fundamental and equal rights for men and women, promoting respect of human rights and the principles of equal opportunities, non-discrimination and universal accessibility for people with disabilities.
C1	Express correctly, both orally and in writing, in the official languages of the autonomous region
C4	To be trained for the exercise of citizenship open, educated, critical, committed, democratic, capable of analyzing reality and diagnose problems, formulate and implement knowledge-based solutions oriented to the common good
C5	Understand the importance of entrepreneurial culture and know the means and resources available to entrepreneurs
C6	Assess critically the knowledge, technology and information available to solve the problems and take valuable decisions
C7	Assume as professionals and citizens the importance of learning throughout life.
C8	Assess the importance of research, innovation and technological development in the economic and cultural progress of society.

Learning outcomes			
Learning outcomes	Study programme competences / results		
Aplicar á análise dos problemas criterios profesionais baseados no manexo de instrumentos técnicos.	A1		
	A3		
	A4		
	A5		
	A8		
	A10		
	A11		
Identificar as fontes de información económica relevante e o seu contido.	A2	B1	
	A6	B2	
Integrarse en calquera área funcional dunha empresa ou organización mediana ou grande e desempeñar con soltura calquera traballo de xestión nela encomendada.		B3	
		B4	
Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.		B8	C1
Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.			C4
			C5
Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.		B5	C6
		B10	C7
			C8
Usar habitualmente a tecnoloxía da información e as comunicación en todo a seu desempeño profesional.	A9	B6	
		B7	

Contents	
Topic	Sub-topic
Unit 1. Rationality: from microeconomics to a business perspective	1.1. Concepts of rationality. 1.2. Behavioural hypothesis. 1.3. Business economics: the organization as a player
TEMA 2. The organization/enterprise	2.1. Value creation 2.2. Concepts and types of organizations and enterprises
TEMA 3. Business behaviour	3.1. Business objectives 3.2. Organizational policies and functions.
TEMA 4. Management	4.1. Decision making 4.2. Managing competencies. 4.3. Decision making process.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours



Case study	A3 A4 B1 B2 B3 B6 C4	14	28	42
Guest lecture / keynote speech	B5 B7 B8 C5	17	0	17
Document analysis	A6 A8 A9	5	15	20
Supervised projects	A1 A2 A5 A10 B4 C1 C8	6	24	30
Seminar	A11 B10 C7	4	4	8
Objective test	C6	2	28	30
Personalized attention		3	0	3

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

Methodologies	
Methodologies	Description
Case study	Applied case studies
Guest lecture / keynote speech	Presentation in the classroom of basic conceptual items/definitions
Document analysis	Find and analyze relevant information using ICT's
Supervised projects	Group essay applying the theoretical concepts explained
Seminar	4 hours in small groups to supervise essays and on going work during the course
Objective test	multiple choice test

Personalized attention	
Methodologies	Description
Case study Guest lecture / keynote speech Supervised projects Seminar	The methodologies must be adapted to the circumstances of the group.

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Case study	A3 A4 B1 B2 B3 B6 C4	Analysis of cases presented in the classroom	5
Document analysis	A6 A8 A9	Use of adequate information resources. Each group must present to the rest of the class a given theoretical concept.	5
Supervised projects	A1 A2 A5 A10 B4 C1 C8	Project or final essay in groups.	30
Objective test	C6	multiple choice test	60

Assessment comments
The student is considered within the general ongoing assessment if he/she presents over 20% of total practice. The same evaluation system will be applied in the first opportunity and in July. In order to pass the course, it is necessary to obtain a minimum of 5 points over 10 (total grade) AND in the exam (in order to calculate the average grade) it is necessary to obtain a minimum of 4 points over 10

Sources of information	
<b>Basic</b>	- Cuervo, A. (2008). Introducción a la administración de empresas. THOMPSON Civitas
<b>Complementary</b>	- García Olalla, M. y Vázquez, C. (2002). Estrategias y operaciones empresariales en los nuevos mercados. 20 casos a estudio. Civitas



## Recommendations

### Subjects that it is recommended to have taken before

Análise Económico das Organizacións/611G02023

Dirección Estratéxica e Política Empresarial I/611G02025

Deseño Organizativo/611G02029

Dirección Estratéxica e Política Empresarial II/611G02033

### 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.