



## Teaching Guide

Identifying Data				2016/17
Subject (*)	XESTIÓN EMPRESARIAL	Code	730G04010	
Study programme	Grao en enxeñaría en Tecnoloxías Industriais			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	FB	6
Language	SpanishEnglish			
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	E-mail	g.dominguez@udc.es	
Web	www.udc.es/eps/A_Escola/			
General description	The course aims to develop by the student an overview of the activities of businesses; it is able to detect, analyze and provide solutions to real business problems under a systemic overview. It thus provides a focus of widespread application over specific proposals, consistent with the broad spectrum of functional adaptation of professionals in the area of 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 xuízos 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 seamlessly and in collaboration with the different areas of the company involved in the design process and development of engineering projects.	A6 A15 A17 A18	B4 B6 B8	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	C1 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	C1 C2 C3 C4 C5 C6

Contents	
Topic	Sub-topic
THEME 1: INTRODUCTION	<ul style="list-style-type: none"> <li>O concepto de empresa</li> <li>O contexto socioeconómico empresarial</li> <li>Os obxectivos empresariais</li> <li>O empresario. Formas xurídicas</li> <li>O tamaño empresarial</li> </ul>
THEME 2: Company organization	<ul style="list-style-type: none"> <li>A organización da empresa</li> <li>Estruturas organizativas básicas</li> <li>Estruturas orientadas a proxectos</li> <li>Análise de estruturas organizativas: O modelo de Mintzberg</li> </ul>



THEME 3: Company and product	A Carteira de Negocios da Empresa: Campo de Actividades Estratexias no campo de Actividades A cadea de valor Ciclo de Vida do Produto Matrices de Actividades Ciclo de vida da organización
THEME 4: Company and marketing system	O concepto xeral de mercadotecnia Planificación: A Mercadotecnia Estratéxica Execución e Control: A Mercadotecnia Operativa
THEME 5: Company and production system	O concepto xeral de produción Estudo de Custos Just in Time
THEME 6: Financial state analysis	Definición e Campo de Aplicación Análise do Negocio e o seu Ámbito Os estados financeiros: Reflexo das Actividades da Empresa A Análise Financeira e Económica

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	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.  The professor will use media to better exposure of the contents of the subject
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. They will be evaluated and they will be part of the final grade.  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.
Multiple-choice questions	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.

Personalized attention	
Methodologies	Description



<p>Guest lecture / keynote speech</p> <p>Multiple-choice questions</p> <p>Case study</p> <p>Supervised projects</p>	<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
Multiple-choice questions	A6 A17 B7	Final exam will be until a 60% of the final grade. The student has to get over a 45% of the score of this part.	60
Case study	A18 B5 B7 C2 C4 C6	The works and exercises proposed to the students along the classes 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. Insofar as it's a subject oriented to practical application, it is essential that the student demonstrate its capacity of global analysis on a real specific case study. Its realization and exposure is mandatory. 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

Assessment comments
<p>The ?Students with recognition of dedicación in time partial and metes out academic of exemption of assistance? will communicate to the start of the course his situation the professors of the subject, second establishes the "Norm that regulates the regime of dedication to the study of the students of degree in the UDC? (Art.3.b And 4.5) and the ?Norms of evaluation, review and claim of the qualifications of the studies of degree and mestrado university? (Art. 3 and 8b).</p> <p>The students in this situation will be assesin the date approved by the School, by means of join objective proof envelope the contents of the step 3 of the Guide, and a work to consensus with the professors of the subject.</p>

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

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.