



Teaching Guide

Identifying Data					2017/18
Subject (*)	Business Management		Code	730G03010	
Study programme	Grao en enxeñaría en Tecnoloxías Industriais				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	2nd four-month period	First	FB	6	
Language	SpanishGalicianEnglish				
Teaching method	Face-to-face				
Prerequisites					
Department	EconomíaEmpresa				
Coordinador	Dominguez Feijoo, Gerardo	E-mail	g.dominguez@udc.es		
Lecturers	Dominguez Feijoo, Gerardo Ríos Prado, Rosa Rodríguez González, David	E-mail	g.dominguez@udc.es rosa.rios@udc.es david.rodriguez.gonzalez@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

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	B3	C2
	A15	B4	C3
	A17	B6	C4
	A18	B8	C5
			C6

Contents	
Topic	Sub-topic
Os temas seguintes desenvolven os contidos establecidos na ficha da Memoria de Verificación, que son:	A empresa como sistema. Marco institucional e xurídico. Dirección funcional da empresa. Estratexia empresarial. Función de produción. Función financeira.
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 / Results	Teaching hours (in-person & virtual)	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.
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Personalized attention

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

Assessment

Methodologies	Competencies / Results	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. His character is voluntary	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
Multiple-choice questions	A6 A17 B7	Final exam will be until a 60% of the final grade. The student has to get over a 40% of the score of this part.	60

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 asses in 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>
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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.