



## Teaching Guide

Identifying Data					2019/20
Subject (*)	Business Management		Code	730497211	
Study programme	Mestrado Universitario en Enxeñaría Industrial (plan 2018)				
Descriptors					
Cycle	Period	Year	Type	Credits	
Official Master's Degree	1st four-month period	First	Obligatory	4.5	
Language	Spanish				
Teaching method	Face-to-face				
Prerequisites					
Department	Empresa				
Coordinador	Domínguez Feijóo, Gerardo	E-mail	g.dominguez@udc.es		
Lecturers	Domínguez Feijóo, Gerardo	E-mail	g.dominguez@udc.es		
Web	<a href="https://moodle.udc.es/">https://moodle.udc.es/</a>				
General description	Knowledge and skills to organize and run a business.				

## Study programme competences

Code	Study programme competences
A9	EG1 - Knowledge and skills to organize and manage companies.
A10	EG2 - Knowledge and skills of strategy and planning applied to different organizational structures.
A11	EG3 - Knowledge of commercial and labor law.
A12	EG4 - Knowledge of financial accounting and costs.
A14	EG6 - Capacities for work organization and human resources management. Knowledge on prevention of occupational risks.
B2	CB7 - That students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
B3	CB8 - That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.
B4	CB9 - That the students know how to communicate their conclusions -and the knowledge and ultimate reasons that sustain them- to specialized and non-specialized audiences in a clear and unambiguous way.
B5	CB10 - That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.
B10	G5 - Carry out strategic planning and apply it to construction, production, quality and environmental management systems.
B11	G6 - Technically and economically manage projects, facilities, plants, companies and technology centers.
B12	G7 - Being able to perform general management, technical management and project management R & D & I functions in plants, companies and technology centers.
B13	G8 - Apply the knowledge acquired and solve problems in new or unfamiliar environments within broader and multidisciplinary contexts.
B14	G9 - Be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
B15	G10 - Knowing how to communicate the conclusions -and the knowledge and ultimate reasons that sustain them- to specialized and non-specialized publics in a clear and unambiguous way.
B16	G11 - Possess the learning skills that allow to continue studying in a self-directed or autonomous way.
C3	ABET (c) - An ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
C6	ABET (f) - An understanding of professional and ethical responsibility.
C7	ABET (g) - An ability to communicate effectively.
C8	ABET (h) - The broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.
C9	ABET (i) - A recognition of the need for, and an ability to engage in life-long learning.
C10	ABET (j) - A knowledge of contemporary issues.



Learning outcomes			
Learning outcomes	Study programme competences		
Knowledge and skills for organizing and leading companies	AJ9 AJ14	BJ2 BJ3 BJ4 BJ5 BJ10 BJ11 BJ12 BJ13 BJ14 BJ15 BJ16	CJ3 CJ6 CJ7 CJ8 CJ9 CJ10
Knowledge and skills of planning and strategy applied to different organizational structures	AJ10 AJ14	BJ2 BJ3 BJ4 BJ5 BJ10 BJ11 BJ12 BJ13 BJ14 BJ15 BJ16	CJ3 CJ6 CJ7 CJ8 CJ9 CJ10
Knowledge of commercial and labour law	AJ11 AJ14	BJ2 BJ3 BJ4 BJ5 BJ10 BJ11 BJ12 BJ13 BJ14 BJ15 BJ16	CJ3 CJ6 CJ7 CJ8 CJ9 CJ10
Knowledge of financial accounting and costs.	AJ12 AJ14	BJ2 BJ3 BJ4 BJ5 BJ10 BJ11 BJ12 BJ13 BJ14 BJ15 BJ16	CJ3 CJ6 CJ7 CJ8 CJ9 CJ10

Contents	
Topic	Sub-topic



1. Directive function	1. Directive function
2. Strategic planning.	2. Strategic planning.
3. Financial economic system.	3. Financial economic system.
4. Commercial and labour law.	4. Commercial and labour law.
5. Business plans.	5. Business plans.
6. Methods of assistance to decision-making	6. Methods of assistance to decision-making
7. Business information systems.	7. Business information systems.
8. Risk assessment.	8. Risk assessment.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Case study	A9 A10 A11 A12 B3 B4 B5 B12 B13 B14 C3 C6 C10	5	5.5	10.5
ICT practicals	A9 A10 A12 A14 B2 B11 B15 C7	5	10	15
Supervised projects	A9 A10 A11 A12 A14 B2 B3 B4 B5 B11 B12 B13 B15 B14 B16 B10 C3 C6 C7 C8 C9	2	5	7
Mixed objective/subjective test	A9 A10 A11 A12 A14 B2 B3 B4 B5 B11 B13 B14 C7 C10	3	4.5	7.5
Problem solving	A9 A10 A11 A12 A14 B2 B3 B4 B5 B11 B13 B14 B10 C3 C7 C10	5	10	15
Guest lecture / keynote speech	A9 A10 A11 A12 A14 B3 B5 B11 B12 B13 B14 B10	25	30.5	55.5
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
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.
ICT practicals	With computer to solve practical cases of the subject. Software to be used as Excel, Access and others.
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.
Problem solving	Technician by means of which has to resolve a problematic situation concrete, from the knowledges that have worked , that can have more of a possible solution



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.
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### Personalized attention

Methodologies	Description
Supervised projects Case study ICT practicals Mixed objective/subjective test Problem solving	It will be done in the tutorial hours of teachers.

### Assessment

Methodologies	Competencies	Description	Qualification
Supervised projects	A9 A10 A11 A12 A14 B2 B3 B4 B5 B11 B12 B13 B15 B14 B16 B10 C3 C6 C7 C8 C9	Elaboracion dun plan de negocio en grupos. Esíxese un redemento mínimo dun 30% na súa valoración para poder aprobar a materia.	40
Mixed objective/subjective test	A9 A10 A11 A12 A14 B2 B3 B4 B5 B11 B13 B14 C7 C10	Exame final con preguntas de teoría e problemas.	60

### Assessment comments

?Alumnado con recoñecemento de dedicación a tempo parcial e dispensa académica de exención de asistencia? comunicarán ó inicio do curso a súa situación os profesores da materia, segundo establece a "Norma que regula o réxime de dedicación ao estudo dos estudantes de grao na UDC? (Art.3.b e 4.5) e as ?Normas de avaliación, revisión e reclamación das cualificacións dos estudos de grao e mestrado universitario (Art. 3 e 8b). "O alumnado nesta situación será evaluado na data aprobada na Xunta de Escola, mediante una proba obxectiva sobre os contidos do paso 3 da Guía, e un traballo a consensuar cos profesores da materia.
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### Sources of information

<b>Basic</b>	Serán facilitadas a os alumnos o longo do curso.
<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

?To help to achieve some immediate surroundings sustained and fulfil with the aim of the action number 5: ?Teaching and investigation healthy and sustentable environmental and social? of the "Plan of Action Green Campus Ferrol":1. The delivery of the documentary works that realize in this subject:1.1. They will request in virtual format and/or informatic support1.2. They will realize through Moodle, in digital format without need to print them1.3. In case to be necessary to realize them in paper:- Will not employ plastic.- Will realize impressions to double face.- Will employ paper recycled.- Will avoid the impression of drafts.2. It has to have in account the importance of the ethical principles related with the values of the sostenibilidad in the personal and professional behaviours



(\*)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.