



| Teaching Guide | | | | |
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| Identifying Data | | | | 2019/20 |
| Subject (*) | Business Management | Code | 730G03010 | |
| Study programme | Grao en Enxeñaría Mecánica | | | |
| Descriptors | | | | |
| Cycle | Period | Year | Type | Credits |
| Graduate | 2nd four-month period | First | Basic training | 6 |
| Language | Spanish | | | |
| Teaching method | Face-to-face | | | |
| Prerequisites | | | | |
| Department | Empresa | | | |
| Coordinador | Domínguez Feijóo, Gerardo | E-mail | g.dominguez@udc.es | |
| Lecturers | Domínguez Feijóo, Gerardo Gago Cortés, María Carmen Rey Ares, Lucía Ríos Prado, Rosa | E-mail | g.dominguez@udc.es m.gago@udc.es lucia.rey.ares@udc.es rosa.rios@udc.es | |
| Web | https://moodle.udc.es/ | | | |
| 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 / results | |
|---------------------------------------|--|
| Code | Study programme competences / results |
| A6 | FB6 - Coñecemento axeitado do concepto de empresa, marco institucional e xurídico da empresa. Organización e xestión de empresas. |
| B2 | CB02 - 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 | CB03 - 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 | CB04 - Que os estudantes poidan transmitir información, ideas, problemas e solucións a un público tanto especializado como leigo |
| B5 | CB05 - Que os estudantes desenvolvan aquelas habilidades de aprendizaxe necesarias para emprenderen estudos posteriores cun alto grao de autonomía |
| B6 | B3 - 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 | B5 - Ser capaz de realizar unha análise crítica, avaliación e síntese de ideas novas e complexas |
| B8 | B7 - 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 | B8 - 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 | C3 - 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 | C4 - 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 | C5 - Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras. |
| C4 | C6 - Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse. |
| C5 | C7 - Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida. |



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| C6 | C8 - Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade. |
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| Learning outcomes | | | |
|--|---------------------------------------|--|----------------------------------|
| Learning outcomes | Study programme competences / results | | |
| Know of form adapted the concept of company, institutional and juridical frame of the company. | A6 | B2 B3 B4 B5 B6 B7 B8 B9 | C1 C2 C3 C4 C5 C6 |
| Organisation and management of companies | A6 | B2 B3 B4 B5 B6 B7 B8 B9 | C1 C2 C3 C4 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 Marketin e vendas 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 B3 B9 C1 C2 C3 C4 C5 | 30 | 33 | 63 |
| Problem solving | B5 B7 C2 C4 C6 | 20 | 20 | 40 |
| Supervised projects | B2 B4 B6 B8 C1 C3 C5 | 10 | 25 | 35 |
| Mixed objective/subjective test | A6 B7 | 0 | 8 | 8 |
| Personalized attention | | 4 | 0 | 4 |



(*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> |
| Problem solving | <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> |
| Mixed objective/subjective test | <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 |
| Supervised projects Mixed objective/subjective test | <p>It will be done in the tutorial hours of teachers.</p> |

| Assessment | | | |
|---------------------------------|-------------------------|--|---------------|
| Methodologies | Competencies / Results | Description | Qualification |
| Problem solving | 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. His character is voluntary | 10 |
| Supervised projects | 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 |
| Mixed objective/subjective test | A6 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 |
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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).

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. A work and his presentation to consensus with the professors of the matter, this work will be able to be individual or grupal as far as agree with the student according to his needs. Likewise, it will establish a guideline of tutorías agreed with the student to help him to surpass this subject. In the second opportunity only will have to realise the objective proof. Students who do not follow the continuous assessment will be able to go to the second opportunity where the overall assessment will be 60% of the grade obtained in the test.

Sources of information

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| 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

?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.