



Teaching Guide

| Identifying Data | | | | | 2021/22 |
|--------------------------|---|--------|--|---------|---------|
| 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 Martínez Rodríguez, Javier | E-mail | g.dominguez@udc.es javier.martinez.rodriguez@udc.es | | |
| Web | https://moodle.udc.es/ | | | | |
| General description | Knowledge and skills to organize and run a business. | | | | |
| Contingency plan | <p>1. Modifications to the contents will not realise changes in the contents of the matter.</p> <p>2. Methodologies *Teaching methodologies that are maintained In the supposed case that it was necessary to give continuity to the academic activity through the no presencialidad, all the students enrolled in the said modality, will happen to be followed the matter in diet no face-to-face. For this, will enable the contents and planned sessions through the platforms of the Virtual Campus of the University, of agreement anyway with the conditions that the possible Resolutions Rectorales establish in each case. Equally the system of evaluation in this case will be no face-to-face, by what the presentations, deliveries of works and planned examinations will be no face-to-face in any one case. *Teaching methodologies that are modified do not modify the methodologies, just across the changes indicated in the previous section.</p> <p>3. Mechanisms for personalized attention to students will enable the contents and planned sessions through the platforms of the Virtual Campus of the University, at present, Email, Moodle, Teams, of agreement anyway with the conditions that the possible Resolutions Rectorales establish in each case.</p> <p>4. Modifications in the evaluation will not realise changes in the avaliación of the matter. *Evaluation observations: The student that had not followed the continuous evaluation along the cuatrimestre will be able to present to the second opportunity, in which it will realise a mixed proof, being the final note of the matter 80% of the note obtained in this proof.</p> <p>5. Modifications of the bibliography or webgraphy The bibliography will be facilitated by the professor along the course</p> | | | | |

Study programme competences / results

| Code | Study programme competences / results |
|------|---|
| 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. |



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| 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 / results | | |
| Knowledge and skills for organizing and leading companies | AJ9 | BJ2 | CJ3 |
| | AJ14 | BJ3 | CJ6 |
| | | BJ4 | CJ7 |
| | | BJ5 | CJ8 |
| | | BJ10 | CJ9 |
| | | BJ11 | CJ10 |
| | | BJ12 | |
| | | BJ13 | |
| | | BJ14 | |
| | | BJ15 | |
| | | BJ16 | |



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| 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 / Results | Teaching hours (in-person & virtual) | 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. |

| 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 / Results | 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 | Preparation of a business plan in groups. A minimum grade of 30% is required in its assessment to be able to pass the course. | 40 |
| Mixed objective/subjective test | A9 A10 A11 A12 A14 B2 B3 B4 B5 B11 B13 B14 C7 C10 | Final exam with theory questions and problems. | 60 |

Assessment comments

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 also applies to students of early call.

Sources of information

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|---------------|--|
| Basic | Serán facilitadas a os alumnos o longo do curso. |
| 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.