



## Teaching Guide

Identifying Data					2021/22
<b>Subject (*)</b>	Business Management	<b>Code</b>	730G03010		
<b>Study programme</b>	Grao en Enxeñaría Mecánica				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	2nd four-month period	First	Basic training	6	
<b>Language</b>	Spanish				
<b>Teaching method</b>	Face-to-face				
<b>Prerequisites</b>					
<b>Department</b>	Empresa				
<b>Coordinador</b>	Domínguez Feijóo, Gerardo	<b>E-mail</b>	g.dominguez@udc.es		
<b>Lecturers</b>	Domínguez Feijóo, Gerardo Pernas Álvarez, Javier Ríos Prado, Rosa	<b>E-mail</b>	g.dominguez@udc.es javier.pernas2@udc.es rosa.rios@udc.es		
<b>Web</b>	<a href="https://moodle.udc.es/">https://moodle.udc.es/</a>				
<b>General description</b>	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.				



<b>Contingency plan</b>	<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 avalición 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 propose the following additional bibliography, available for his query from out of the UDC.</p> <p>BALDWIN, C. (2010). Gestión empresarial, Firms Press. [Disponible en E-Libro]</p> <p>HARVARD BUSINESS REVIEW PRESS. (2014). Finance Basics (HBR 20-Minute Manager Series). Harvard Business Review Press. [Disponible en EBSCO FULL TEXT Finder]</p> <p>JONES, GARETH R. (2013). Teoría organizacional: diseño y cambio en las organizaciones. México: Pearson Educación. [Disponible en E-Libro -<a href="https://elibro-net.accedys.udc.es/es/ereader/bibliotecaudc/37920-">https://elibro-net.accedys.udc.es/es/ereader/bibliotecaudc/37920-</a>]</p> <p>LUECKE, R. (2002). Finance for Managers. Harvard Business Essentials. Boston, Mass: Harvard Business Review Press. [Disponible en EBSCO FULL TEXT Finder]</p> <p>PINDYCK, R. S. (2018). Microeconomía. Madrid : Prentice Hall. [Disponible en: <a href="http://kmelot.biblioteca.udc.es/record=b1668727~S1*gag">http://kmelot.biblioteca.udc.es/record=b1668727~S1*gag</a>]</p> <p>RUBIO DOMÍNGUEZ, P. (2012). Introducción a la gestión empresarial, B-EUMED. [Disponible en E-Libro]</p>
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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.
C6	C8 - 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 / 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:	<p>A empresa como sistema.</p> <p>Marco institucional e xurídico.</p> <p>Dirección funcional da empresa.</p> <p>Estratexia empresarial.</p> <p>Función Marketin e vendas</p> <p>Función de produción.</p> <p>Función financeira.</p>
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 through the platforms of the Virtual Campus of the University, 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	It will be done in the tutorial hours of teachers so much of form presencial how in the presencial through the platforms of the Virtual Campus of the University
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Assessment			
Methodologies	Competencies / Results	Description	Qualification
Problem solving	B5 B7 C2 C4 C6	The works and exercices proposed to the students along the clases 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, repeaters from the previous year will not be saved the work grade.	50
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.	40

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 dedicación 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>Students in this situation will be evaluated on the date approved by the School, through a joint objective test on the content of step 3 of the Guide. A work and its presentation by consensus with the teachers of the subject, this work may be individual or group to the extent that it agrees with the student according to their needs. Likewise, it will establish a tutorial guide agreed with the student to help them overcome this issue. In the second opportunity, you only have to carry out the objective test.</p> <p>Students who do not follow the continuous assessment will be able to go to the second opportunity where the general assessment will be 60% of the grade obtained in the test, this also applies to students of early call.</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

?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.**