



Teaching Guide				
Identifying Data				2022/23
Subject (*)	Management Planning and Control in Fashion Companies	Code	710G03022	
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Third	Obligatory	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Enriquez Díaz, Joaquín	E-mail	joaquin.enriquez@udc.es	
Lecturers	Enriquez Díaz, Joaquín	E-mail	joaquin.enriquez@udc.es	
Web	<a href="https://humanidades.udc.es/estudos/gim">https://humanidades.udc.es/estudos/gim</a>			
General description	The course introduces students to Strategic Planning and Management Control. The key objectives are to know analytical accounting, budget techniques and balanced scorecard			

Study programme competences / results	
Code	Study programme competences / results
A1	To acquire basic knowledge of the management of a textile/fashion firm at a strategic, operational and functional level
A10	To acquire the economic-financial fundamentals needed to assess the status of a fashion firm and to adequately manage it from a triple perspective of liquidity, solvency and profitability
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C3	Using ICT in working contexts and lifelong learning.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences / results		
To know the concepts of Strategic Planning and Management Control	A1		
	A10		
To know the analytical or cost accounting and how it differs from financial accounting	A10	B4	
		B5	



To know how to identify the company costs and types of company costs, as well as know and use the different cost allocation systems.	A1 A10	B1 B2 B3 B4 B5	C3 C5 C8 C9
To know what a budget is, to know the different types of budgets and budgeting techniques as well as the budget control and deviation analysis	A1	B2 B7 B8 B9	C5 C7 C8

Contents	
Topic	Sub-topic
1.- Introduction: Management Planning and management Control	1.1.- Strategic planning 1.2.- Management control
2.- Analytical accounting or cost accounting	2.1.- Financial accounting and analytical accounting 2.2.- Costs and types of costs 2.3.- Cost systems: traditional cost allocation systems and activity-based costing systems (ABC system)
3.- Budgets	3.1.- Introduction to budgets 3.2.- Types of budgets 3.3.- Budgeting techniques 3.4.- Budgetary control and analysis of deviations
4.- Control panels / Balanced scorecard	4.1.- Definition of control panel 4.2.- Characteristics of the control panel 4.3.- The balanced scorecard

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Guest lecture / keynote speech	A1 A10 B1 B3 B5 C3 C5 C8	17	27	44
Problem solving	B2 B4 B7 B8 B9 C7 C9	37	48	85
Objective test	A1 B2 B4 B7 B9 C5 C9	2	4	6
Short answer questions	B2 B3 B4 B7 C9	4	6	10
Oral presentation	B4 C3	2	2	4
Personalized attention		1	0	1

(\*)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	1.- Presentation of the basic theoretical / practical concepts and contents. 2.- The time dedicated to each of the topics will be proportional to the degree of difficulty of each one of them. For the preparation of the topics with least difficulty in understanding, students could be referred and guided to bibliography and other specific sources.



Problem solving	<p>1.- Presentation and solution of practical examples about the theoretical contents.</p> <p>2.- The practices and examples will be interspersed with the theoretical contents to facilitate the understanding of the subject.</p> <p>3.- In the solution of the practical examples, the students can intervene: a) on their own initiative, b) on the teacher initiative. Teacher will expressly request the student's intervention.</p> <p>4.- In the classroom, it will be possible to formulate exercises that the student must solve and deliver to the teacher for evaluation.</p> <p>5.- Teacher may request exercises to be carried out by the student during autonomous work. Subsequently, students must solve and deliver this exercises to the teacher for evaluation.</p> <p>6.- It will also be possible to formulate exercises or practical cases to carry out in small groups of students (collaborative work) in non-contact hours or autonomous work. Subsequently, students will present the resolution in an oral presentation.</p> <p>The exercises/work submission can be physical or online through the platforms enabled for this purpose.</p>
Objective test	<p>1.- Theoretical-practical examination of the subject contents. The exam may contain short questions, questions to develop, questions about practical cases, test type questions (true / false), multiple choice questions or a combination.</p> <p>2.- The exam can be oral or written, face-to-face or virtual.</p> <p>3.- It will be carried out on the dates, times and classes (if present) that the deanery has officially established.</p>
Short answer questions	<p>1. Several tests throughout the course of a part of the topic. The exam/test may content short answers, test type (true / false), multiple choice answers, questions to develop and questions about practical assumptions or a combination of them.</p> <p>2.- They can be in class hours (face-to-face) or online.</p>
Oral presentation	<p>1.- Following the instructions contained in the problem solving methodology. Students will present the problems resolution in an oral presentation.</p>

### Personalized attention

Methodologies	Description
Problem solving Guest lecture / keynote speech	<ul style="list-style-type: none"> <li>- In the Guest lecture / keynote speech, students can intervene, to ask, clarify or present their point of view on the topic that will be discussed at the time of their intervention.</li> <li>- In the Problem solving seminars students can intervene following the same guidelines commented in the case of the Guest lecture / keynote speech</li> <li>- Students can also contact the teacher by appointment to do virtual tutorials.</li> </ul>

### Assessment

Methodologies	Competencies / Results	Description	Qualification



Oral presentation	B4 C3	<p>1.- Following the instructions contained in the problem solving methodology. Students will present the problems resolution in an oral presentation.</p> <p>The presentation mark will be individual for each of the group members.</p> <p>Students present the resolution of the practical case and then answer the teacher questions</p>	20
Problem solving	B2 B4 B7 B8 B9 C7 C9	<p>1.- In the classroom, exercises can be formulated. Students must solve and deliver them to the teacher for evaluation</p> <p>2.- It will also be possible to formulate exercises to be carried out by the student during non-contact hours or autonomous work. Subsequently, the exercises will be delivered to the teacher for evaluation</p> <p>3.- Students will also receive certain practical cases to be resolved in small work groups (collaborative work) to present their resolution orally.</p> <p>The practical cases submissions may be in physical (paper) or virtual format (through the platforms enabled for this purpose)</p>	40
Objective test	A1 B2 B4 B7 B9 C5 C9	<p>1.- Theoretical-practical examination of the subject contents. The exam may contain short questions, questions to develop, questions about practical cases, test type questions (true / false), multiple choice questions or a combination.</p> <p>2.- The exam can be oral or written, face-to-face or virtual.</p> <p>3.- It will be carried out on the dates, times and classes (if present) that the deanery has officially established.</p>	20
Short answer questions	B2 B3 B4 B7 C9	<p>1. Is a test throughout the course of a part of the topic. The exam/test may content short answers, test type (true / false), multiple choice answers, questions to develop and questions about practical assumptions or a combination of them.</p> <p>2.- They can be in class hours (face-to-face) or online.</p>	20

Assessment comments



1.- Evaluation in the July option (2nd opportunity) :The evaluation in the early call opportunity will be carried out by an exam, that covers all the contents and skills of the subject.

The result obtained in this test will coincide with the final mark obtained by the student (100%).

2.- Early opportunity (December):

The evaluation in the early call opportunity (December) will be carried out by an exam, that covers all the contents and skills of the subject.

3.- Mark ?absent?:

Students who:A) participate in activities that weigh less than 20% (regardless of their performance) will have the mark ?absent?.B) Do not attend the tests of the official evaluation period

4.- Part-time students with academic dispensation:They must communicate it to the teachers, before 30th Sept., once classes begin, to agree on a schedule for the practical cases delivery. This practical cases will substitute the oral presentation and the problem solving.

5.- Examination conditions:It is forbidden to access the classroom where the exam is held with any machine that allows communication with the outside and/or the saving of information.Students will prove their identity in accordance with current regulations.The tests not carried out will be scored with 0 points and those carried out in the event of fraud will be scored with 0 points in the final evaluation.The qualification criteria for each of the tests will be announced at the time of the test.In multiple choice tests incorrect answers can be scored negatively

### Sources of information

<b>Basic</b>	<ul style="list-style-type: none"> <li>- Joaquín Enríquez Díaz, Rocío Rodríguez Padín (2021). Planificación y control de gestión. Reprografía Noroeste</li> <li>- José Ignacio Llorente Olier (2015). Planificación estratégica y control de gestión. Madrid: CEF</li> </ul>
<b>Complementary</b>	<ul style="list-style-type: none"> <li>- Comisión de Contabilidad de Gestión de ACCID (2010). Manual de Control de Gestión: diseño e implementación de sistemas de control de gestión. Barcelona: Profit Editorial</li> <li>- Joaquín Martínez Navajas (2006 ). Contabilidad Analítica. Eoi Escuela de Negocios: <a href="https://www.eoi.es/es/file/18728/download?token=PxCppzeG">https://www.eoi.es/es/file/18728/download?token=PxCppzeG</a></li> <li>- Fariñas Fernández, Francisco (2010). El control de gestión y su aplicación práctica . Tirant biblioteca virtual</li> <li>- Oriol Amat y Pilar Soldevilla (2010). Contabilidad y Gestión de Costes. Barcelona:Profit Editorial</li> </ul>

### Recommendations

#### Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004

Accounting and Financial Management in Fashion Firms/710G03015

#### 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.