



Teaching Guide				
Identifying Data				2023/24
Subject (*)	European Industrial Economics		Code	611G02039
Study programme	Grao en Administración e Dirección de Empresas			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	Fourth	Optional	6
Language	SpanishGalician			
Teaching method	Face-to-face			
Prerequisites				
Department	Economía			
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Lecturers	Nieto Mengotti, Manuel Vicente	E-mail	m.nieto1@udc.es	
Web				
General description	Técnicas para a análise estrutural de sectores industriais, o posicionamiento competitivo e a formulación de estratexias empresariales en distintos entornos sectoriais, especialmente naqueles afectados pola irrupción de novas tecnoloxías (IA, Metaverso, IoT, Economías de Plataforma, etc)			

Study programme competences / results	
Code	Study programme competences / results
B1	CB1-The students must demonstrate knowledge and understanding in a field of study that part of the basis of general secondary education, although it is supported by advanced textbooks, and also includes some aspects that imply knowledge of the forefront of their field of study
B2	CB2 - The students can apply their knowledge to their work or vocation in a professional way and have competences typically demonstrated by means of the elaboration and defense of arguments and solving problems within their area of work
B3	CB3- The students have the ability to gather and interpret relevant data (usually within their field of study) to issue evaluations that include reflection on relevant social, scientific or ethical
B4	CB4-Communicate information, ideas, problems and solutions to an audience both skilled and unskilled
B5	CB5-Develop skills needed to undertake further studies learning with a high degree of autonomy
B9	CG4-Learn to identify and anticipate opportunities, allocate resources, organize information, select and motivate people, make decisions under conditions of - uncertainty, achieve the proposed objectives and evaluate results
B10	CG5-Respect the fundamental and equal rights for men and women, promoting respect of human rights and the principles of equal opportunities, non-discrimination and universal accessibility for people with disabilities.
C1	Express correctly, both orally and in writing, in the official languages of the autonomous region
C4	To be trained for the exercise of citizenship open, educated, critical, committed, democratic, capable of analyzing reality and diagnose problems, formulate and implement knowledge-based solutions oriented to the common good
C5	Understand the importance of entrepreneurial culture and know the means and resources available to entrepreneurs
C6	Assess critically the knowledge, technology and information available to solve the problems and take valuable decisions
C7	Assume as professionals and citizens the importance of learning throughout life.
C8	Assess the importance of research, innovation and technological development in the economic and cultural progress of society.

Learning outcomes		
Learning outcomes	Study programme competences / results	
Saber analizar o grado de rivalidade competitiva dos sectores e a suas implicacións para a xestión da cadena de valor	B1	
	B2	
	B3	
Saber identificar e analizar las principais forzas competitivas dos diferentes sectores a partir de información económica relevante	B4	
	B5	



Saber traballar en equipo e colaborativamente		B9 B10	C1 C4
Transmiti-os valores de esforzo e de traballo e fomenta-la iniciativa persoal			C5 C6 C7 C8

Contents	
Topic	Sub-topic
TEMA 1: A ECONOMIA SECTORIAL E INDUSTRIAL	Campos de aplicación da Economía Sectorial Conceptos básicos Evolución da Economía Sectorial, principais enfoques
TEMA 2: FUNDAMENTOS DA ECONOMIA SECTORIAL E INDUSTRIAL.	Teoría de xogos e a súa aplicación na estratexia empresarial e na Económica industrial Comportamento estratéxico e barreiras á entrada. Concentración e poder de mercado
TEMA 3: ANALISE ESTRUCTURAL DUN SECTOR.	Caracterización estrutural dos sectores industriais. A Economía das Plataformas dixitais. Os cambios estruturais provocados pola nova competitividade na Economía das Plataformas. Aproximación aos niveis globais de rentabilidade dos sectores industriais.
TEMA 4: PROCESO EVOLUTIVO NUN SECTOR.	Evolución das forzas competitivas ao longo do tempo. Factores determinantes do proceso evolutivo dun sector Identificación de liñas e factores chave do cambio. Incidencia dos procesos de innovación tecnolóxica.
TEMA 5: DISCRIMINACION DE UNIDADES PRODUCTIVAS NUN SECTOR.	Tipos e factores de posicións particulares e grupos estratéxicos. Factores chave do posicionamento das empresas nun sector. diseño de liñas estratéxicas e avaliación de proxectos de investimento.
TEMA 6: DIFERENTES MARCOS SECTORIAIS	Sectores de nova creación. Sectores maduros. Sectores en declive. Sectores fragmentados.
TEMA 7: SECTORES GLOBAIS.	Tendencias cara á internacionalización e globalización económica. Factores de competitividade para a supervivencia dun sector nun ámbito xeográfico determinado. Estratexias global e de ubicación nunha área territorial concreta.
TEMA 8: POLITICA INDUSTRIAL E COMPETENCIA NA UNION EUROPEA.	Política da competencia na UE: Normas aplicables ás empresas. Comportamentos anticompetitivos: Cárteles e abuso de posición dominante. As restricións verticais á competencia e os cotratos da distribución comercial.
TEMA 9: FOMENTO DA COMPETITIVIDADE E A EMPRESA NA UE	A política industrial na UE: fomento da competitividade e da empresa Política I+D e fomento da I+D empresarial Marco de incentivos e axudas e rexímenes especiais para as empresas en crisis.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Case study	B1 B2 B3 B4 B5 B9 B10	25	25	50
Seminar	C1 C4 C5 C6 C7 C8	4	0	4
Mixed objective/subjective test	B1 B2 C1 C4 C5	6	34	40



Guest lecture / keynote speech	B1 B2 B3 B4	17	34	51
Personalized attention		5	0	5

(\*)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	<p>Explicaránse casos practicos de análise sectorial e teoría de xogos como complemento das clases maxistras e das presentacións orais do profesor nas aulas. Realizarase un traballo de análise estrutural dun sector.</p> <p>Recomendacións:</p> <p>1.- A entrega dos traballos documentais que se realicen nesta materia:</p> <p>1.1. Solicitarase en formato virtual e/ou soporte informático</p> <p>1.2. Realizarase a través de Moodle, en formato dixital sen necesidade de imprimilos</p>
Seminar	Ralizaranse tutorías de grupo de 15 alumnos por grupo. Comunicarase con antelación o día e a hora de realización das tutorías. Destinaranse a resolución de dudas e a orientación dos estudantes na realización de casos e traballos sectoriales.
Mixed objective/subjective test	Realizaránse de xeito continuo probas sobre o contido dos temas explicados e comentados cos estudantes. Inclúiran probas obxetivas e probas cortas de exposición, discusión o comentario.
Guest lecture / keynote speech	Explicación na clase dos diferentes temas coa axuda de transparencias e medios audiovisuais

Personalized attention	
Methodologies	Description
Case study	<p>For doubts about the development of two students' work on the analysis of the structure of a sector.</p> <p>For students with recognition of part-time dedication and academic exemption from attendance exemption, a specific tutoring schedule compatible with their dedication will be agreed upon at the beginning of the course.</p> <p>There will be group tutorials from the 5th week of the semester</p>

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Case study	B1 B2 B3 B4 B5 B9 B10	Os alumnos deberán realizar durante o curso diferentes actividades individuais ou en grupo sobre os temas presentados en clase.	70
Mixed objective/subjective test	B1 B2 C1 C4 C5	Realizaránse unha ou varias probas sobre o contido dos temas explicados e comentados cos estudantes. Inclúiran probas obxetivas e probas cortas de exposición, discusión o comentario.	30

Assessment comments
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## A) APPRAISAL REGULATION:

Assessment conditions: It is forbidden to access the exam room with a device that allows external communication and/or information storage.

Identification of the student: The student must certify his personality in accordance with current regulations.

## B) TYPES OF QUALIFICATION

Qualification of not presented: Corresponds to the student, when he only participates in assessment activities that have a weighting of less than 20% of the final qualification, regardless of the qualification achieved.

Students with recognition of part-time dedication and academic exemption from attendance exemption: Except for the dates approved by the Faculty Board for the final objective test, for the remaining tests, a specific calendar of dates compatible with their dedication will be agreed upon at the beginning of the course.

## C) ASSESSMENT OPPORTUNITIES:

First opportunity: the evaluation criteria previously indicated in this section will be applied.

Second opportunity: The evaluation criteria are the same for all the evaluation opportunities. On the second opportunity it will only be possible to repeat the individual activities, while for the group activities the qualification obtained on the first opportunity will be maintained.

Thus, in the 2nd opportunity the student will have the possibility of reaching 100% of the evaluation.

Advanced call: in an advanced call it is possible to recover the points of the continuous assessment (problem solving, short answer tests, interventions during the maxistras sessions) through additional questions to the final objective test.

### Sources of information

<b>Basic</b>	Estratexia Competitiva de Michael E. Porter. Un dos textos pioneiros na análise estrutural de sectores industriais e entorno competitivo. Recomendase a lectura do orixinal en ingles. Tamén do mesmo autor, a monumental investigación ?La ventaja competitiva de las naciones?. Ed. Pirámide 2010
<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

1. A entrega dos traballos documentais que se realicen nesta materia: a. Solicitarase en formato virtual e/ou soporte informático b. Realizarase a través de Moodle, en formato dixital sen necesidade de imprimilos2. Débese ter en conta a importancia dos principios éticos relacionados cos valores de sostibilidade e &nbsp;nos comportamentos persoais e profesionais.3. Traballarase para identificar e modificar prexuízos e actitudes sexistas, e influirase na contorna para modificalos e fomentar valores de respecto e igualdade.4. Facilitarase a plena integración do alumnado que por razón físicas, sensoriais, psíquicas ou socioculturais, experimenten dificultades a un acceso axeitado, igualitario e proveitoso á vida universitaria.

(\*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.