



## Teaching Guide

Identifying Data					2023/24
Subject (*)	XESTIÓN EMPRESARIAL			Code	730G04010
Study programme	Grao en Enxeñaría en Tecnoloxías Industriais				
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 Garcia del Valle, Alejandro	E-mail	g.dominguez@udc.es alejandro.garcia.delvalle@udc.es		
Web	<a href="https://moodle.udc.es/">https://moodle.udc.es/</a>				
General description	The course aims to develop by the student an overview of the activities of businesses; it is able to detect, analyze and provide solutions to real business problems under a systemic overview. It thus provides a focus of widespread application over specific proposals, consistent with the broad spectrum of functional adaptation of professionals in the area of 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	CB2 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	CB3 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	CB4 Que os estudantes poidan transmitir información, ideas, problemas e solucións a un público tanto especializado como leigo
B5	CB5 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:	A empresa como sistema. Marco institucional e xurídico. Dirección funcional da empresa. Estratexia empresarial. Función de produción. Función financeira.
THEME 1: INTRODUCTION	O concepto de empresa O contexto socioeconómico empresarial Os obxectivos empresariais O empresario. Formas xurídicas O tamaño empresarial
THEME 2: Company organization	A organización da empresa Estruturas organizativas básicas Estruturas orientadas a proxectos Análise de estruturas organizativas: O modelo de Mintzberg
THEME 3: Company and product	A Carteira de Negocios da Empresa: Campo de Actividades Estratexias no campo de Actividades A cadea de valor Ciclo de Vida do Produto Matrices de Actividades Ciclo de vida da organización
THEME 4: Company and marketing system	O concepto xeral de mercadotecnia Planificación: A Mercadotecnia Estratéxica Execución e Control: A Mercadotecnia Operativa
THEME 5: Company and production system	O concepto xeral de produción Estudo de Custos Just in Time



THEME 6: Financial state analysis	Definición e Campo de Aplicación Análise do Negocio e o seu Ámbito Os estados financeiros: Reflexo das Actividades da Empresa A Análise Financeira e Económica
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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
Mixed objective/subjective test Supervised projects	<p>It will be done in the tutorial hours of teachers, presential or not, in this case, through the platforms of Virtual Campus of the University.</p>

Assessment			
Methodologies	Competencies / Results	Description	Qualification



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
Problem solving	B5 B7 C2 C4 C6	The works and exercises proposed to the students along the classes will score until a 5% of the final grade. 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	5
Supervised projects	B2 B4 B6 B8 C1 C3 C5	The group work will be until a 35% 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. Their completion and presentation is mandatory, as well as the intermediate deliveries that will be part of the final grade. 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.	35

### Assessment comments

The "Students with recognition of part-time dedication and academic distribution of attendance exemption" will communicate their situation to the professors of the subject at the beginning of the course, secondly, it establishes the "Rule that regulates the regime of dedication to the study of undergraduate students in the UDC? (Art. 3.b and 4.5) and the ?Standards for evaluation, review and claim of grades for undergraduate and master's degree studies? (Art. 3 and 8b).

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 teaching staff of the subject, this work may be individual or group to the extent that it is agreed with the student according to the needs of it. Likewise, it will establish a tutorial guide agreed with the student to help them overcome this problem. In the second opportunity, you only have to take the objective test. Students who do not follow the continuous evaluation will be able to pass to a second opportunity where the general assessment will be the same as in the previous cases, this also applies to students with an early call.

Implications of plagiarism, "the fraudulent performance of the tests or evaluation activities, once verified, will directly imply the grade of failing "0" in the subject in the corresponding call, thus invalidating any grade obtained in all the evaluation activities of face to the summons."

### Sources of information

<b>Basic</b>	- Fernández Sánchez, E., Junquera Cimadevilla, B., del Brío González, J.A. (2008). Iniciación a los Negocios para Ingenieros. Aspectos Funcionales. España
<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

?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.**