



## Teaching Guide

| Teaching Guide      |                                                                                                                                                                                                                                                         |       |                |                              |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------|------------------------------|
| Identifying Data    |                                                                                                                                                                                                                                                         |       |                | 2024/25                      |
| Subject (*)         | Business Economics: Management and Organisation                                                                                                                                                                                                         |       | Code           | 611G02008                    |
| Study programme     | Grao en Administración e Dirección de Empresas                                                                                                                                                                                                          |       |                |                              |
| 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                                                                                                                                                                                                                                                 |       |                |                              |
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| Lecturers           | Barbeito Roibal, Susana Maria                                                                                                                                                                                                                           |       | E-mail         | susana.barbeito@udc.es       |
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|                     | Guillen Solorzano, Maria                                                                                                                                                                                                                                |       |                | maria.guillen@udc.es         |
|                     | Rodriguez Fernandez, Maria Jose                                                                                                                                                                                                                         |       |                | maria.jose.rfernandez@udc.es |
| Web                 |                                                                                                                                                                                                                                                         |       |                |                              |
| General description | The basics of business organziation are explained in this course in order to develop the necessary skills to successfully deal with the strategic development of a company. Futhermore, business behaviour and management functions are also dealt with |       |                |                              |

## Study programme competences / results

| Code | Study programme competences / results                                                                                                                                                                                                                                                 |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A1   | Manage an enterprise or small organization, understanding their competitive and institutional position and identifying their strengths and weaknesses                                                                                                                                 |
| A2   | Integrate in any functional area of micro-firms or SMEs and perform fluently any management task commissioned                                                                                                                                                                         |
| A3   | Evaluate and foreseeing, from relevant data, the development of a company.                                                                                                                                                                                                            |
| A4   | Elaborate advisory reports on specific situations of companies and markets                                                                                                                                                                                                            |
| A5   | Write projects about specific functional areas (e.g. management, marketing, financial) of the company                                                                                                                                                                                 |
| A6   | Identify the relevant sources of economic information and to interpret the content.                                                                                                                                                                                                   |
| A8   | Derive, based on from basic information, relevant data unrecognizable by non-professionals.                                                                                                                                                                                           |
| A9   | Use frequently the information and communication technology (ICT) throughout their professional activity.                                                                                                                                                                             |
| A10  | Read and communicate in a professional environment at a basic level in more than one language, particularly in English                                                                                                                                                                |
| A11  | To analyze the problems of the firm based on management technical tools and professional criteria                                                                                                                                                                                     |
| 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                                                                                                                                                                                        |
| B6   | CG1-Perform duties of management, advice and evaluation in business organizations                                                                                                                                                                                                     |
| B7   | CG2-Know how to use the concepts and techniques used in the various functional areas of the company and understand the relationships between them and with the overall objectives of the organization                                                                                 |
| B8   | CG3- Know how to make decisions, and, in general, assume leadership roles.                                                                                                                                                                                                            |
| 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    |                      |                |
| Apply profesional criteria -based on tecnical instruments- to the analysis of problems                                                                                              | A1<br>A3<br>A4<br>A5<br>A8<br>A10<br>A11 |                      |                |
| Identify the relevant sources of economic information and its contents.<br>To be able to work in any functional área of a médium or large sized company or organization             | A2<br>A6                                 | B1<br>B2<br>B3<br>B4 |                |
| To be able to express themselves correctly in any of the oficial languages of Galiica, both orally and in a written form. To understand the importance of entrepreneurship culture. |                                          | B8                   | C1<br>C4<br>C5 |
| To be able to critically value knowledge, technology and avaiable information to solve problems.                                                                                    |                                          | B5<br>B10            | C6<br>C7<br>C8 |
| To be able to use CIT´s.                                                                                                                                                            | A9                                       | B6<br>B7             |                |

| Contents                                                           |                                                                                                                        |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| Topic                                                              | Sub-topic                                                                                                              |
| Unit 1. Rationality: from microeconomics to a business perspective | 1.1. Concepts of rationality.<br>1.2. Behavioural hypothesis.<br>1.3. Business economics: the organization as a player |
| Unit 2. Business behaviour                                         | 2.1. Business objectives<br>2.2. Value creation<br>2.3. Organizational policies and functions.                         |
| Unit 3. Management and Strategy                                    | 3.1. Managing competencies.<br>3.2. Decision making. Strategy<br>3.3. Decision making process.                         |

| Planning                       |                        |                                      |                               |             |
|--------------------------------|------------------------|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests          | Competencies / Results | Teaching hours (in-person & virtual) | Student?s personal work hours | Total hours |
| Guest lecture / keynote speech | B5 B7 B8 C5            | 17                                   | 0                             | 17          |
| Document analysis              | A6 A8 A9               | 4                                    | 17                            | 21          |



|                        |                                                     |    |    |    |
|------------------------|-----------------------------------------------------|----|----|----|
| Supervised projects    | A1 A2 A3 A4 A5 A10<br>B1 B2 B3 B4 B6 C1<br>C4 C6 C8 | 10 | 35 | 45 |
| Objective test         | C6                                                  | 2  | 54 | 56 |
| Seminar                | A11 B10 C7                                          | 4  | 4  | 8  |
| Personalized attention |                                                     | 3  | 0  | 3  |

(\*)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 | Presentation in the classroom of basic conceptual items/definitions                                                                                                                              |
| Document analysis              | Use of adequate information resources. Each group must present to the rest of the class a given theoretical concept.                                                                             |
| Supervised projects            | Group essay applying the theoretical concepts explained                                                                                                                                          |
| Objective test                 | Test exam                                                                                                                                                                                        |
| Seminar                        | Small groups will be organised to supervise essays and on going work during the course. They will be online sessions. The dates and times will be communicated by the lecturers along the course |

| Personalized attention                                           |                                                                      |
|------------------------------------------------------------------|----------------------------------------------------------------------|
| Methodologies                                                    | Description                                                          |
| Guest lecture / keynote speech<br>Supervised projects<br>Seminar | The methodologies must be adapted to the circumstances of the group. |

| Assessment          |                                                     |                                                                                                                      |               |
|---------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------|
| Methodologies       | Competencies / Results                              | Description                                                                                                          | Qualification |
| Document analysis   | A6 A8 A9                                            | Use of adequate information resources. Each group must present to the rest of the class a given theoretical concept. | 10            |
| Supervised projects | A1 A2 A3 A4 A5 A10<br>B1 B2 B3 B4 B6 C1<br>C4 C6 C8 | Project or final essay in groups.                                                                                    | 40            |
| Objective test      | C6                                                  | Test exam                                                                                                            | 50            |

| Assessment comments |
|---------------------|
|---------------------|



1. Non-presented grade: it is assigned to a student when he/she participated in lower than 20% of assessment activities, regardless of obtained grade.

2. Second opportunity and advanced opportunity: The evaluation and grading criteria are exactly the same in all evaluation opportunities.

## The grade

of the continuous evaluation will be kept for the second opportunity, but in no case for subsequent courses.

## Students

may repeat the continuous evaluation activities in the second opportunity, which may lead to a better, worse or equal grade than the one obtained for the first opportunity. To do so, they will contact their lecturer well in advance to plan the realization of these activities.

3. Students with recognition of part-time and academic dispensation of attended exemption: Both part-time and full-time students will have the same evaluation system.

4. About the conditions of final evaluation: It is recalled that any student stunned when he/she is doing continuous assessment activities and/or examen by means of any fraudulent procedure, the grade of zero will be assigned in such activity (in all opportunities).

5. Student's identification: student has to prove his/her personality according to the current regulation.

## 6. Other

evaluation observations: Lecturers will make available students the norms for the development of the activities proposed in the present teaching guide. If a student does not attend at least 70% of the classes, the continuous assessment activities will not be able to be evaluated. To pass the subject, the final weighted average grade must be equal to or greater than 5 points out of 10, but it is an essential requirement to obtain 4 points out of 10 in the objective test. If this minimum is not reached in such as test, the subject will be suspended. It is considered that a student is within the continuous evaluation and, therefore, the previous evaluation scheme will be applied to him/her, if he/she completed more than 20% of the works of the subject. If such as student does not appear for the objective test, he/she will not be able to pass the subject, since he/she does not meet the minimum grade required in it. In this case, the grade will be the minimum between the grade obtained in the continuous evaluation and a grade of 4.9. Small



groups tutorials will be developed by Teams or face-to-face. The dates and times will be communicated by the professors along the course.



## Sources of information

|                      |                                                                                                                                                                                                                                                                                                                                                           |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>         | <ul style="list-style-type: none"><li>- Ivancevich, John M &amp; Robert Konopaske, R. (). Organizational Behavior and Management. Mc Graw-Hill</li><li>- Bateman &amp; Snell (2013). Management.</li><li>- Kinicki &amp; Williams (2011). Management.</li><li>- Cuervo, A (2008). Introducción a la Administración de Empresas. Thomson-Civitas</li></ul> |
| <b>Complementary</b> | <ul style="list-style-type: none"><li>- García Olalla, M. y Vázquez, C. (2002). Estrategias y operaciones empresariales en los nuevos mercados. 20 casos a estudio. Civitas</li></ul>                                                                                                                                                                     |

## Recommendations

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

Economic Analysis of Organisations/611G02023  
Strategic Management and Business Policy I/611G02025  
Organisational Design/611G02029  
Strategic Management and Business Policy II/611G02033

### Subjects that are recommended to be taken simultaneously

### Subjects that continue the syllabus

## Other comments

OTHER OBSERVATIONS:-According to the different regulations applicable to university teaching, this subject must incorporate the gender perspective (non-sexist language will be used, bibliography of authors of both sexes will be used, the participation of male and female students in class will be encouraged... . )- Work will be done to identify and modify sexist prejudices and attitudes and to influence the environment to modify them and promote values of respect and equality.-Situations of gender discrimination should be detected and actions and measures to correct them will be proposed.

(\*)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.