



Teaching Guide

Identifying Data					2024/25
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	<p>Consulting techniques for the analysis of industrial sectors, competitive positioning and the formulation of business strategies in different sector environments, especially those affected by the emergence of new technologies (AI, Metaverse, IoT, Platform Economies, etc.).</p> <p>The course culminates with the completion of a learning and service practice in which the competitive positioning of a company is analyzed (generally in the social field) in collaboration with the company itself.</p>				

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: AS NOVAS TECNOLOXÍAS NO EIDO EMPRESARIAL	Desenvolvemento de novas tecnoloxías no ámbito empresarial Aplicacións da Intelixencia Artificial na empresa Competencia industrial no Metaverso e novos escenarios. Comportamento estratéxico e barreiras de entrada. Concentración e poder de mercado
TEMA 3: 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 4: 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 5: 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 6: 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	40	40	80
Seminar	C1 C4 C5 C6 C7 C8	10	20	30
Mixed objective/subjective test	B1 B2 C1 C4 C5	5	5	10
Aprendizaxe servizo	B2 B3 B4 B9 C1 C6 C8	5	20	25
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	Explicaránse casos practicos de análise sectorial extraídos de casos reais confeccionados por empresas consultoras de relevancia internacional (McKinsey, KPMG, etc) como complemento das clases maxistras e das presentacións orais do profesor nas aulas. Realizarase un traballo de análise estrutural dun sector. Recomendacións: 1.- A entrega dos traballos documentais que se realicen nesta materia: 1.1. Solicitarase en formato virtual e/ou soporte informático 1.2. Realizarase a través de TEAMS/Moodle, en formato dixital sen necesidade de imprimilos
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.
Aprendizaxe servizo	Proposta educativa que combina procesos de aprendizaxe e servizo á comunidade nun único proxecto ben articulado onde os participantes aprenden traballando as necesidades reais do contorno para melloralo. Baixo o paraguas da sustentabilidade e a Axenda 2030, o alumnado participará con diferentes entidades da cidade co fin de coñecer diferentes problemas socioeconómicos e unir o compromiso social coa aprendizaxe de coñecementos, habilidades, actitudes e valores.

Personalized attention

Methodologies	Description
Case study Aprendizaxe servizo	For doubts about the development of two students' work on the analysis of the structure of a sector. 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. There will be group tutorials from the 5th week of the semester

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.	10
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
Aprendizaxe servizo	B2 B3 B4 B9 C1 C6 C8	É a avaliación máis importante nesta materia xa que se entende que aquí todo o material tratado durante o curso se desenvolve empíricamente. O alumnado deberá elaborar e presentar un informe de consultoría sobre a competitividade da empresa elixida no sector, así como aspectos relacionados cos ODS, e formular propostas de mellora baseadas nas novas tecnoloxías. Para iso, realizarase unha visita previa á empresa/institución colaboradora da APS, normalmente escollida entre as entidades sen ánimo de lucro que prestan servizos sociais.	60

Assessment comments



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

Basic	Jules, C. (2022). Building Better Organizations: How to Fuel Growth and Lead in a Digital Era . Berrett-Koehler Publishers. Jules, C. (2022). Building Better Organizations: How to Fuel Growth and Lead in a Digital Era . Berrett-Koehler Publishers.
Complementary	https://www.mckinsey.com/featured-insights https://www.accenture.com/gb-en/insights-index https://kpmg.com/es/es/home/sectores.html https://www.techtarget.com/searchenterpriseai/resources/AI-business-strategies https://www.mckinsey.com/featured-insights https://www.accenture.com/gb-en/insights-index https://kpmg.com/es/es/home/sectores.html https://www.techtarget.com/searchenterpriseai/resources/AI-business-strategies

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

Recoméndase seguir regularmente as instrucións e novas da plataforma MOODLE, xa que esta plataforma, xunto coas clases presenciais; Constitúe un sistema esencial de comunicación entre o equipo docente e o alumnado. Ademais, fanse as seguintes observacións e recomendacións xerais: 1. A entrega dos traballos documentais realizados nesta materia: a. Solicitarase en formato virtual e/ou soporte informático b. Farase a través de Moodle, en formato dixital sen necesidade de imprimilos 2. A importancia dos principios éticos relacionados cos valores de 3. Traballarase na identificación e modificación de prexuízos e actitudes sexistas, e incidirase no entorno para modificalos e promover valores de respecto e igualdade. 4. Facilitarase a plena integración do alumnado que, por razóns físicas, sensoriais, psíquicas ou socioculturais, experimente dificultades para ter un acceso ideal, igualitario e beneficioso 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.