



## Teaching Guide

Teaching Guide				
Identifying Data			2016/17	
Subject (*)	Economía da Empresa: Dirección e Organización	Code	611G02008	
Study programme	Grao en Administración e Dirección de Empresas			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	FB	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Análise Económica e Administración de Empresas			
Coordinador	Mariz Perez, Rosa	E-mail	rosa.mariz@udc.es	
Lecturers	Barbeito Roibal, Susana Maria García Álvarez, María Teresa Mariz Perez, Rosa Rodriguez Fernandez, Maria Jose Sánchez Fernández, Maria Dolores	E-mail	susana.barbeito@udc.es teresa.galvarez@udc.es rosa.mariz@udc.es maria.jose.rfernandez@udc.es maria.sanchezf@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

Code	Study programme competences
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	
Apply profesional criteria -based on tecnical instruments- to the analysis of problems		A1 A3 A4 A5 A8 A10 A11	
Identify the relevant sources of economic information and its contents. To be able to work in any functional área of a médium or large sized company or organization		A2 A6	B1 B2 B3 B4
To be able to express themselves correctly in any of the ofical languages of Galiica, both orally and in a written form. To understand the importance of entrepreneurship culture.			B8 C1 C4 C5
To be able to critically value knowledge, technology and avaiable information to solve problems.			B5 B10 C6 C7 C8
To be able to use CIT's.		A9	B6 B7

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

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Case study	A3 A4 B1 B2 B3 B6 C4	14	28	42
Guest lecture / keynote speech	B5 B7 B8 C5	17	0	17
Document analysis	A6 A8 A9	5	15	20



Supervised projects	A1 A2 A5 A10 B4 C1 C8	6	24	30
Seminar	A11 B10 C7	4	4	8
Objective test	C6	2	28	30
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
Case study	Applied case studies
Guest lecture / keynote speech	Presentation in the classroom of basic conceptual items/definitions
Document analysis	Find and analyze relevant information using ICT's
Supervised projects	Group essay applying the theoretical concepts explained
Seminar	4 hours in small groups to supervise essays and on going work during the course
Objective test	multiple choice test

Personalized attention	
Methodologies	Description
Case study Guest lecture / keynote speech Supervised projects Seminar	The methodologies must be adapted to the circumstances of the group.

Assessment			
Methodologies	Competencies	Description	Qualification
Case study	A3 A4 B1 B2 B3 B6 C4	Analysis of cases presented in the classroom	10
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 A5 A10 B4 C1 C8	Project or final essay in groups.	20
Objective test	C6	multiple choice test	60

Assessment comments
<p>The student is considered within the general ongoing assessment if he/she presents over 20% of total practice. The same evaluation system will be applied in the first opportunity and in July.</p> <p>In order to pass the course, it is necessary to obtain a minimum of 5 points over 10 (as the total grade) AND in the exam (in order to calculate that average grade) it is necessary to obtain a minimum of 4 points over 10.</p> <p>Case studies, document analysis and the supervised projects are done over the whole duration of the course and it is not possible to elaborate them out of the lecturing period because they are developed in the classroom. Both part time and full time students are subject to the same evaluation system.</p> <p>Of course, accusing the exam with devices that allow communication with the outside or that stock information is not allowed. If a student is found cheating in the exam, the final grade will be zero both in the first opportunity and in July</p>

Sources of information	
Basic	- Cuervo, A. (2008). Introducción a la administración de empresas. THOMPSON Civitas
Complementary	- García Olalla, M. y Vázquez, C. (2002). Estrategias y operaciones empresariales en los nuevos mercados. 20 casos a estudio. Civitas



Recommendations
Subjects that it is recommended to have taken before
Análise Económico das Organizacións/611G02023 Dirección Estratéxica e Política Empresarial I/611G02025 Deseño Organizativo/611G02029 Dirección Estratéxica e Política Empresarial II/611G02033
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.