



Teaching Guide

| Identifying Data | | | | | 2021/22 |
|----------------------------|---|---------------|--|----------------|---------|
| 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 | | | | |
| Coordinador | García Álvarez, María Teresa | E-mail | teresa.galvarez@udc.es | | |
| Lecturers | Barbeito Roibal, Susana Maria García Álvarez, María Teresa Guillen Solorzano, Maria Rodriguez Fernandez, Maria Jose | E-mail | susana.barbeito@udc.es teresa.galvarez@udc.es maria.guillen@udc.es maria.jose.rfernandez@udc.es | | |
| Web | | | | | |
| General description | The basics of business organization are explained in this course in order to develop the necessary skills to successfully deal with the strategic development of a company. Furthermore, business behaviour and management functions are also dealt with | | | | |
| Contingency plan | <p>1. Changes in the contents: No changes will be made.</p> <p>2. Methodologies: No changes will be made. Teaching and the different assessment activities, in this case, will be online, by means of Teams or Moodle.</p> <p>3. Personalised attention mechanisms for students: online tutorials by means of Teams.</p> <p>4. Changes in the evaluation: : No changes will be made. The different assessment activities, in this case, will be online, by means of Teams or Moodle.</p> <p>*Evaluation observations: In the first opportunity, objective test can be developed as a single global objective test or various tests.</p> <p>In the second opportunity, students who failed in the first opportunity (January, in the case of students of the double degree in Business and Law, June in the case of students of the degree in Business) have to do the exam in the date established. The grades of the rest of activities will be saved and the exam will mark the 50% of the final note.</p> <p>In both cases, if the exam/assessment activities cannot be developed face-to-face, they will be online by means of Teams or Moodle.</p> <p>Students are in the continuous assessment and, therefore, in the previous assessment framework, if they done more than 20% of the activities. Therefore, if these students does not get 5 points (out of 10 points), they will be failed in the acts.</p> <p>For the calculation of the final average grade, a minimum grade of 4 points out of 10 points in the global objective test, or when applicable in the average grade of the various tests, will be necessary (average grade will not be calculated for students who have a grade lower than that). In order to pass the subject, final weighted average grade has to be equal or greater than 5 points out of 10 points.</p> <p>Both part-time and full-time students will have the same evaluation system. 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.</p> <p>5. Changes in bibliography or websites. No changes will be made. Students will have audios and videos, as well as files with the material to study the subject.</p> | | | | |

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 professional criteria -based on technical instruments- to the analysis of problems | A1 | | |
| | A3 | | |
| | A4 | | |
| | A5 | | |
| | A8 | | |
| | A10 | | |
| | A11 | | |
| Identify the relevant sources of economic information and its contents. | A2 | B1 | |
| To be able to work in any functional área of a médium or large sized company or organization | A6 | B2 | |
| | | B3 | |
| | | B4 | |



| | | | |
|--|----|-----------|----------------|
| To be able to express themselves correctly in any of the official languages of Galicia, 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 available information to solve problems. | | B5 B10 | C6 C7 C8 |
| To be able to use CIT's. | A9 | B6 B7 | |

| Contents | |
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| 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 |
| Guest lecture / keynote speech | B5 B7 B8 C5 | 17 | 0 | 17 |
| Case study | A3 A4 B1 B2 B3 B6 C4 | 10 | 15 | 25 |
| Document analysis | A6 A8 A9 | 4 | 17 | 21 |
| Supervised projects | A1 A2 A5 A10 B4 C1 C6 C8 | 6 | 30 | 36 |
| Objective test | C6 | 2 | 38 | 40 |
| 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 |
| Case study | Applied case studies |
| 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 | A single global objective test or various tests |
| Seminar | 4 hours in small groups to supervise essays and on going work during the course. They will be online sessions. |

| Personalized attention | |
|------------------------|-------------|
| Methodologies | Description |
| | |



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|---|--|
| Case study Guest lecture / keynote speech Supervised projects Seminar | The methodologies must be adapted to the circumstances of the group. |
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| Assessment | | | |
|---------------------|-----------------------------|--|---------------|
| Methodologies | Competencies | Description | Qualification |
| Case study | A3 A4 B1 B2 B3 B6 C4 | Analysis of cases presented in the classroom | 15 |
| 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 C6 C8 | Project or final essay in groups. | 25 |
| Objective test | C6 | A single global objective test or various tests | 50 |

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| 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: in the second opportunity, students who failed in the first opportunity (January, in the case of students of the double degree in Business and Law, June in the case of students of the degree in Business) have to do the exam in the date established. The grades of the rest of activities will be saved and it is not possible the development of them out of the quarter of class. The exam will mark the 50% of the final note.
In the advanced opportunity, the evaluation system of the first opportunity will be maintained.
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 stuned 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. In the first opportunity, objective test can be developed as a single global objective test or various tests. Students are in the continuous assessment and, therefore, in the previous assessment framework, if they done more than 20% of the activities.
Therefore, if these students does not get 5 points (out of 10 points), they will be failed in the acts. For the calculation of the final average grade, a minimum grade of 4 points out of 10 points in the global objective test, or when applicable in the average grade of the various tests, will be necessary (average grade will not be calculated for students who have a grade lower than that). In order to pass the subject, final weighted average grade has to be equal or greater than 5 points out of 10 points.



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|----------------------|---|
| Basic | <ul style="list-style-type: none">- Ivancevich, John M & Robert Konopaske, R. (). Organizational Behavior and Management. Mc Graw-Hill- Bateman & Snell (2013). Management.- Kinicki & Williams (2011). Management.- Cuervo, A (2008). Introducción a la Administración de Empresas. Thomson-Civitas |
| Complementary | <ul style="list-style-type: none">- 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

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

(*)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.