



| Teaching Guide      |                                                                                                                                                                                                                                                                                                                                                                                                 |       |                |                    |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------|--------------------|
| Identifying Data    |                                                                                                                                                                                                                                                                                                                                                                                                 |       | 2020/21        |                    |
| 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     | Hybrid                                                                                                                                                                                                                                                                                                                                                                                          |       |                |                    |
| Prerequisites       |                                                                                                                                                                                                                                                                                                                                                                                                 |       |                |                    |
| Department          | Empresa                                                                                                                                                                                                                                                                                                                                                                                         |       |                |                    |
| Coordinador         | Domínguez Feijóo, Gerardo                                                                                                                                                                                                                                                                                                                                                                       |       | E-mail         | g.dominguez@udc.es |
| Lecturers           | Domínguez Feijóo, Gerardo                                                                                                                                                                                                                                                                                                                                                                       |       | E-mail         | g.dominguez@udc.es |
|                     | Ríos Prado, Rosa                                                                                                                                                                                                                                                                                                                                                                                |       |                |                    |
| Web                 | https://moodle.udc.es/                                                                                                                                                                                                                                                                                                                                                                          |       |                |                    |
| 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. |       |                |                    |



|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Contingency plan</b> | <p>1. Modifications to the contents<br/>will not realise changes in the contents of the matter.</p> <p>2. Methodologies<br/>*Teaching methodologies that are maintained<br/>In the supposed case that it was necessary to give continuity to the academic activity through the no presencialidad, all the students enrolled in the said modality, will happen to be followed the matter in diet no face-to-face. For this, will enable the contents and planned sessions through the platforms of the Virtual Campus of the University, of agreement anyway with the conditions that the possible Resolutions Rectorales establish in each case. Equally the system of evaluation in this case will be no face-to-face, by what the presentations, deliveries of works and planned examinations will be no face-to-face in any one case.<br/>*Teaching methodologies that are modified<br/>do not modify the methodologies, just across the changes indicated in the previous section.</p> <p>3. Mechanisms for personalized attention to students<br/>will enable the contents and planned sessions through the platforms of the Virtual Campus of the University, at present, Email, Moodle, Teams, of agreement anyway with the conditions that the possible Resolutions Rectorales establish in each case.</p> <p>4. Modifications in the evaluation<br/>will not realise changes in the avalición of the matter.<br/>*Evaluation observations:<br/>The student that had not followed the continuous evaluation along the cuatrimestre will be able to present to the second opportunity, in which it will realise a mixed proof, being the final note of the matter 80% of the note obtained in this proof.</p> <p>5. Modifications of the bibliography or webgraphy<br/>propose the following additional bibliography, available for his query from out of the UDC.</p> <p>BALDWIN, C. (2010). Gestión empresarial, Firms Press. [Disponible en E-Libro]</p> <p>HARVARD BUSINESS REVIEW PRESS. (2014). Finance Basics (HBR 20-Minute Manager Series). Harvard Business Review Press. [Disponible en EBSCO FULL TEXT Finder]</p> <p>JONES, GARETH R. (2013). Teoría organizacional: diseño y cambio en las organizaciones. México: Pearson Educación. [Disponible en E-Libro -<a href="https://elibro-net.accedys.udc.es/es/ereader/bibliotecaudc/37920-">https://elibro-net.accedys.udc.es/es/ereader/bibliotecaudc/37920-</a>]</p> <p>LUECKE, R. (2002). Finance for Managers. Harvard Business Essentials. Boston, Mass: Harvard Business Review Press. [Disponible en EBSCO FULL TEXT Finder]</p> <p>PINDYCK, R. S. (2018). Microeconomía. Madrid : Prentice Hall. [Disponible en: <a href="http://kmlot.biblioteca.udc.es/record=b1668727~S1*gag">http://kmlot.biblioteca.udc.es/record=b1668727~S1*gag</a>]</p> <p>RUBIO DOMÍNGUEZ, P. (2012). Introducción a la gestión empresarial, B-EUMED. [Disponible en E-Libro]</p> |
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| Study programme competences |                                                                                                                                 |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Code                        | Study programme competences                                                                                                     |
| 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 |    |
| Know of form adapted the concept of company, institutional and juridical frame of the company. | A6 | B2                          | C1 |
|                                                                                                |    | B3                          | C2 |
|                                                                                                |    | B4                          | C3 |
|                                                                                                |    | B5                          | C4 |
|                                                                                                |    | B6                          | C5 |
|                                                                                                |    | B7                          | C6 |
|                                                                                                |    | B8                          |    |
|                                                                                                |    | B9                          |    |
| Organisation and management of companies.                                                      | A6 | B2                          | C1 |
|                                                                                                |    | B3                          | C2 |
|                                                                                                |    | B4                          | C3 |
|                                                                                                |    | B5                          | C4 |
|                                                                                                |    | B6                          | C5 |
|                                                                                                |    | B7                          | C6 |
|                                                                                                |    | B8                          |    |
|                                                                                                |    | B9                          |    |

| Contents |           |
|----------|-----------|
| Topic    | Sub-topic |



|                                                                                                       |                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Os temas seguintes desenvolven os contidos establecidos na ficha da Memoria de Verificación, que son: | A empresa como sistema.<br>Marco institucional e xurídico.<br>Dirección funcional da empresa.<br>Estratexia empresarial.<br>Función de produción.<br>Función financeira.                                   |
| THEME 1: INTRODUCTION                                                                                 | O concepto de empresa<br>O contexto socioeconómico empresarial<br>Os obxectivos empresariais<br>O empresario. Formas xurídicas<br>O tamaño empresarial                                                     |
| THEME 2: Company organization                                                                         | A organización da empresa<br>Estruturas organizativas básicas<br>Estruturas orientadas a proxectos<br>Análise de estruturas organizativas: O modelo de Mintzberg                                           |
| THEME 3: Company and product                                                                          | A Carteira de Negocios da Empresa: Campo de Actividades<br>Estratexias no campo de Actividades<br>A cadea de valor<br>Ciclo de Vida do Produto<br>Matrices de Actividades<br>Ciclo de vida da organización |
| THEME 4: Company and marketing system                                                                 | O concepto xeral de mercadotecnia<br>Planificación: A Mercadotecnia Estratéxica<br>Execución e Control: A Mercadotecnia Operativa                                                                          |
| THEME 5: Company and production system                                                                | O concepto xeral de produción<br>Estudo de Custos<br>Just in Time                                                                                                                                          |
| THEME 6: Financial state analysis                                                                     | Definición e Campo de Aplicación<br>Análise do Negocio e o seu Ámbito<br>Os estados financeiros: Reflexo das Actividades da Empresa<br>A Análise Financeira e Económica                                    |

| Planning                                                                                                                        |                            |                      |                               |             |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests                                                                                                           | Competencies               | Ordinary class hours | Student?s personal work hours | Total hours |
| Guest lecture / keynote speech                                                                                                  | A6 B3 B9 C1 C2 C3<br>C4 C5 | 30                   | 33                            | 63          |
| Problem solving                                                                                                                 | B5 B7 C2 C4 C6             | 20                   | 20                            | 40          |
| Supervised projects                                                                                                             | B2 B4 B6 B8 C1 C3<br>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 | 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. |
| Supervised projects             |                                                                                                                                                |

## Assessment

| Methodologies                   | Competencies         | Description                                                                                                                                                                                                                                                                                                                                                                                                                                  | Qualification |
|---------------------------------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Mixed objective/subjective test | A6 B7                | <p>Final exam will be until a 40% of the final grade.</p> <p>The student has to get over a 40% of the score of this part.</p>                                                                                                                                                                                                                                                                                                                | 40            |
| Problem solving                 | B5 B7 C2 C4 C6       | <p>The works and exercices proposed to the students along the clases will score until a 20% of the final grade. The student has to get over a 30% of the score of this part.</p> <p>Unless students of the previous year, which keep the grade of this part</p>                                                                                                                                                                              | 10            |
| Supervised projects             | B2 B4 B6 B8 C1 C3 C5 | <p>The group work will be until a 60% of the final score.</p> <p>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.</p> <p>Its realization and exposure is mandatory.</p> <p>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.</p> | 50            |

## Assessment comments



The ?Students with recognition of dedicación in time partial and metes out academic of exemption of assistance? will communicate to the start of the course his situation the professors of the subject, second establishes the "Norm that regulates the regime of dedication to the study of the students of degree in the UDC? (Art.3.b And 4.5) and the ?Norms of evaluation, review and claim of the qualifications of the studies of degree and mestrado university? (Art. 3 and 8b).

The students in this situation will be asses in the date approved by the School, by means of join objective proof envelope the contents of the step 3 of the Guide. A work and his presentation to consensus with the professors of the matter, this work will be able to be individual or grupal as far as agree with the student according to his needs. Likewise, it will establisha guideline of tutorías agreed with the student to help him to surpass this subject. In the second opportunity only will have to realise the objective proof.

Students who do not follow the continuous assessment will be able to go to the second opportunity where the overall assessment will be 60% of the grade obtained in the test.

## 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.