Teaching Guide

Identifying Data				2023/24
Subject (*)	Introduction to the business management		**Code**	730G05007
Study programme	Grao en Enxeñaría Naval e Oceánica			

Descriptors				
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	2nd four-month period	First	Basic training	6
Language	SpanishGalician			
Teaching method	Face-to-face			
Prerequisites				
Department	Enxeñaría Naval e Industrial			
Coordinador	Castro Santos, Laura		**E-mail**	laura.castro.santos@udc.es
Lecturers	Castro Santos, Laura		**E-mail**	laura.castro.santos@udc.es
Web				
General description	Introducir na disciplina da xestión empresarial. Para iso deberán: coñecer o concepto de empresa, marco institucional e xurídico da empresa, así como a súa estrutura organizativa e funcional; coñecer os sistemas de custos e os estados contables; coñecer e aplicar as técnicas de avaliación financeira de proxectos; e coñecer e aplicar as técnicas de planificación da produción.			

Study programme competences / results	
Code	**Study programme competences / results**
A6	Adequate knowledge of the concept of company, institutional and legal frame of the company. Organization and management of companies
B1	That the students proved to have and to understand knowledge in an area of study what part of the base of the secondary education, and itself tends to find to a level that, although it leans in advanced text books, it includes also some aspects that knowledge implicates proceeding from the vanguard of its field of study
B3	That the students have the ability to bring together and to interpret relevant data (normally in its area of study) to emit judgments that include a reflection on relevant subjects of social, scientific or ethical kind
B5	That the students developed those skills of learning necessary to start subsequent studies with a high degree of autonomy
B6	Be able to carrying out a critical analysis, evaluation and synthesis of new and complex ideas.
C1	Using the basic tools of the technologies of the information and the communications (TIC) necessary for the exercise of its profession and for the learning throughout its life.
C3	Understanding the importance of the enterprising culture and knowing the means within reach of the enterprising people.
C6	Recognizing the importance that has the research, the innovation and the technological development in the socioeconomic and cultural advance of the society.

Learning outcomes			
Learning outcomes	**Study programme competences / results**		
Know the legal and institutional framework and the organization and management of companies	A6	B1	C1
		B3	C3
		B5	C6
		B6	

Contents	
Topic	**Sub-topic**

The following blocks or topics develop the contents established in the Verification Report file, which are:	- Basic business fundamentals.
	- Management function.
	- Economic-financial function.
	- Production function.
SECTION I: BASIC BUSINESS FUNDAMENTALS	Unit 1: The company as a system.
	Unit 2: Institutional and legal framework: types of companies.
SECTION II: MANAGEMENT FUNCTION	Unit 3: Planning, direction and control.
	Unit 4: The organization.
	Unit 5: Business strategy.
SECTION III: ECONOMIC-FINANCIAL FUNCTION	Unit 6: Fundamentals of investment analysis.
	Unit 7: The financing of the company.
	Unit 8: Feasibility of investment projects.
SECTION IV: PRODUCTION FUNCTION	Unit 9: Production and operations.
	Unit 10: Project management.
	Unit 11: Quality management.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
ICT practicals	A6 B1 B3 B5 B6 C1 C3 C6	13	26	39
Guest lecture / keynote speech	A6 B5 B6 C1 C3 C6	30	30	60
Problem solving	A6 B5 B6 C1 C3 C6	8	8	16
Supervised projects	A6 B5 B6 C1 C3 C6	1	21	22
Field trip	B3 B6 C3 C6	5	0	5
Mixed objective/subjective test	A6 B1 B3 B5 B6 C1 C3 C6	4	0	4
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
ICT practicals	Metodoloxía que permite ao alumnado aprender de forma efectiva, a través de actividades de carácter práctico (demostracións, simulacións, etc.) a teoría dun ámbito de coñecemento, mediante a utilización das tecnoloxías da información e as comunicacións. As TIC supoñen un excelente soporte e canal para o tratamento da información e aplicación práctica de coñecementos, facilitando a aprendizaxe e o desenvolvemento de habilidades por parte do alumnado.
Guest lecture / keynote speech	Oral presentation complemented by the use of audiovisual media and the introduction of some questions addressed to the students, with the purpose of transmitting knowledge and facilitating learning.
Problem solving	Technique by which a specific problematic situation has to be resolved, based on the knowledge that has been worked on, which may have more than one possible solution.
Supervised projects	Methodology designed to promote autonomous learning of students, under the tutelage of the teacher and in various scenarios (academic and professional). It refers primarily to learning "how to do things". It constitutes an option based on the assumption by students of responsibility for their own learning. This teaching system is based on two basic elements: the independent learning of the students and the monitoring of that learning by the teacher-tutor.
Field trip	Activities developed in a context outside the university academic environment (companies, institutions, organizations, etc.) related to the field of study of the subject. These activities focus on capacity building related to direct and systematic observation, information gathering or product development, etc. They may consist of attending conferences and congresses in the field.

Mixed objective/subjective test	Written test used for the evaluation of learning, whose distinctive feature is the possibility of determining if the answers given are correct or not. It constitutes a measurement instrument, rigorously elaborated, that allows to evaluate knowledge, abilities, skills, performance, aptitudes, attitudes, intelligence, etc. It is applicable to both diagnostic, formative and summative assessment.

Personalized attention	
Methodologies	**Description**
Supervised projects	The supervised works will be proposed throughout the course, so the students will be guided in their development, requiring personalized attention through face-to-face tutorials or through Microsoft Teams.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Supervised projects	A6 B5 B6 C1 C3 C6	The supervised works will consist of the realization of a business plan distributed in several installments throughout the course.	35
Mixed objective/subjective test	A6 B1 B3 B5 B6 C1 C3 C6	Written test or tests used to assess learning.	60
Field trip	B3 B6 C3 C6	Attendance at congresses or conferences in the field of matter.	5

Assessment comments

In case of impossibility to carry out the Field Trip, the qualification of this part (5%) will go to the Supervised Projects, in which case the percentage of the Supervised Projects will be 40%.

Students with recognition of part-time dedication and academic exemption from attendance will be evaluated exclusively with the mixed test, which represents 100% of their grade.

The evaluation criteria for the second opportunity are the same as those for the first opportunity. In this context, the approved parts will be saved for the second opportunity.

The evaluation criteria for the extraordinary call are the same as those for the first opportunity.

In order to take the average, it is necessary for the students to take a grade equal to or greater than 4 points in the mixed test and deliver and present the supervised work on the indicated date.

Note: In carrying out work, plagiarism and the use of non-original material, including that obtained through the Internet, without express indication of its origin and, if applicable, without the permission of its author, may be considered cause of qualification of suspense in the activity. All of this without prejudice to the disciplinary responsibilities that may arise after the corresponding procedure.

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Sources of information

Basic	- Hampton, David R. (1989). Administración . McGraw-Hill
	- Jarillo, José Carlos (1993). Dirección estratégica. Mc Graw Hill
	- Abancens, A. (1995). Organización empresarial: organización de la producción. Donostiarra
	- Bueno Campos, E., Cruz Roche, I. y Durán, J. (2002). Economía de la empresa. Pirámide
	- García del Junco, J. y Casanueva, C (2002). Fundamentos de Gestión Empresarial. Pirámide
	- Thompson, Arthur (2008). Administración estratégica. Mc Graw-Hill
	- Esteban Pérez, José (2009). Economía del sector marítimo. Instituto Marítimo Español
	- Mochón Morcillo, F. et al. (2010). Empresa y economía industrial. Mc Graw Hill
	- Lucía Boedo Vilabella (2010). Evaluación de un proyecto de inversión en entornos de certeza, riesgo e incertidumbre. Universidade da Coruña
Complementary	

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
(A) To help achieve an immediate sustainable environment and comply with the Green Campus Ferrol action plan:1. The delivery of documentary work carried out in this subject: 1.1. It will be requested in digital format and/or computer support. 1.2. It will be done through Moodle, in digital format without the need to print them.2. The importance of ethical principles related to the values of sustainability in personal and professional behavior must be taken into account.(B) In relation to the gender perspective:1. As stated in the different university teaching regulations, the gender perspective must be incorporated in this matter (non-sexist language will be used, a bibliography of authors of both sexes will be used, student participation in class will be encouraged...).2. Work will be done to identify and modify prejudices and sexist attitudes and influence the environment to modify them and promote values of respect and equality.3. Situations of discrimination based on gender must be detected and actions and measures to correct them will be proposed.