



## IDENTIFYING DATA

### Business: Company Fundamentals

Subject	Business: Company Fundamentals		
Code	V05G300V01101		
Study programme	Degree in Telecommunications Technologies Engineering		
Descriptors	ECTS Credits	Choose	Year
	6	Basic education	1st
Teaching language	Spanish		
Department			
Coordinator	González Vázquez, Beatriz		
Lecturers	Álvarez Llorente, Gema González Vázquez, Beatriz		
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General description	This subject has like objective give to know the organisation, management and institutional frame of the company.		

## Competencies

Code	
B4	CG4: The ability to solve problems with initiative, to make creative decisions and to communicate and transmit knowledge and skills, understanding the ethical and professional responsibility of the Technical Telecommunication Engineer activity.
B8	CG8: To know and apply basic elements of economics and human resources management, project organization and planning, as well as the legislation, regulation and standarization in Telecommunications.
C5	CE5/FB5: The necessary knowledge of business concepts, of law and institutional frameworks. business organization and management .
D2	CT2 Understanding Engineering within a framework of sustainable development.

## Learning outcomes

Expected results from this subject	Training and Learning Results	
Manage the requirements and the products of team to reduce the time of realisation of the projects, and improve the coherence and the precision in the business surroundings.	B8	C5
Propose the solutions of improvement and control the set up.	B4	D2
Establish the guidelines on the metric and indicators that will be used to allow to the Direction of the company the evaluation and the follow-up of the computer systems	B4	D2

## Contents

Topic	
Business administration	1.1 The concept of company. 1.2 The aims of the company. 1.3 The company like system. 1.4 Forms and classes of companies. 1.5 Company and surroundings. 1.6 Surroundings Technologies of Information and Communication.
THE SYSTEM OF FINANCE	2.1 The financial function. 2.2 The investment in the company. 2.3 Sources of finance of the company.

Subject 3: THE SYSTEM OF PRODUCTION I: GENERAL APPEARANCES	3.1 Research, development and technological innovation. 3.2. Function of production. 3.3 Classification of the productive processes. 3.4 The economic programming of the production. 3.5 The productivity: indicators of productivity.
Subject 4: THE SYSTEM OF PRODUCTION II .	4.1 The costs of production. 4.2 Capacity of production and location. 4.3 Control of inventories
Subject 5: THE SYSTEM OF COMMERCIALISATION	5.1 The market. 5.2 The competition. 5.3 The system of commercialisation. 5.4 Marketing-mix.
Subject 6: THE SYSTEM OF *ADMINISTRATION	6.1. The system of direction. 6.2. Human Resources.
	Practical 1: Typology and nature of the company Practical 2: Surroundings TIC Practical 3: Structure and economic analysis-financial Practical 4: Sources of Finance I Practice 5: Finance II Practice 6: Investment I Practice 7: Decisions of investment in the company II. Practical 8: Production Practical 9: Productivity Practical 10: Costs of Productivity Practical 11: Capacity of production Practical 12: Location business Practical 13: The plan of company

### Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	28	56	84
Laboratory practises	26	38	64
Multiple choice tests	1	0	1
Long answer tests and development	1	0	1

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

	Description
Master Session	Lesson magistral with material of support and audiovisual means. Realise an exhibition of the main contents of the matter so that the almmo can understand the scope of the same and facilitate his understanding. Through this methodology the competencies CG8, CE5, CT2 are developed.
Laboratory practises	Development and resolution of practical cases by means of the use of suitable computer tools for the contents of the matter. The tools to use are inside the available software by the University or will be of free character. Through this methodology the competencies the CG4, CG8, CE5 are developed.

### Personalized attention

Methodologies	Description
Master Session	In the sessions the professor will attend, will orient and will resolve the doubts to the students on the contents tackled in the theoretical classes. The students will have occasion to attend to the tutorías personalised in the dispatch of the professor in the schedule that the professors will establish to such effect in the principle of the course and that will publish. These tutorías are allocated to resolve the doubts and orient to the students on the development of the contents tackled in the theoretical classes, and in the practical classes. Likewise, also it will keep a constant communication between the educational and the alumnado through the Network by means of the platform Fear in Faitic.
Laboratory practises	In the classes of laboratory, the professor will guide and will assist to the students that will work in the classroom resolving cases and questions.

### Assessment

Description	Qualification	Training and Learning Results

Multiple choice tests	Proofs scored that will realise along the course, distributed of uniform form and programmed so that they interfere the less possible in the rest of the matters.	40	B4 B8	C5	D2
Long answer tests and development	Final proof that can contain partial or totally the contents of the matter developed in the classes of theory and of practices.	60	B4 B8	C5	D2

### Other comments on the Evaluation

Following the own guidelines of the degree will offer two systems of evaluation: continuous evaluation (two options) and non continuous evaluation at the end of the semester. In any of the two systems of evaluation all the competitions of the subject remain evaluated.

#### 1. Continuous evaluation

It will consider that a student has opted by the continuous evaluation when, after knowing the qualification obtained in the first proof, participates in the second.

The continuous evaluation will consist of a group of proofs scheduled and developed along the course, and that will complete with an examination at the end of the semester that will cover total or partially the subject for those students that do not achieve to approve through the proofs realised along the course. Students have a right to review their continuous assessment tests. The proofs will consist so much in the realisation of the practices of the matter, as in two proofs evaluables, that will effect roughly around November and the begginig of december. Said proofs do not free matter, but each one of them will treat on the contents seen until the moment of realisation of the proof, so much in classes of theory as of practices, is thus that will confer to the last proof a greater weight in the calculation of the qualification that the previous, so that the first proof weighs 40%, and the second proof 60% .

To approve the matter through the proofs and remain deleted of the realisation of the examination at the end of the semester, the student has to surpass the last proof, and obtain an average in the qualification of 5. The result that begin the student in this case will be the weighted average note of the two test.

The student has right to know the qualification obtained in each task, and his review, in a reasonable term after his realisation or delivery (two weeks). Likewise, these tasks are not recoverable, that is to say, if a student can not fulfil them in the day stipulated the professor does not have obligation to repeat them. The qualification obtained in the tasks evaluables will be valid so only for the academic course in which they realise.

The students that have not approved the matter through the proofs, will have to complete the continuous evaluation realising an examination at the end of the semester that will consist in a proof reduced that will suppose 60% of the note that will add to the note obtained in the continuous evaluation (40% in two proofs) .

#### 2. Students that do not opt by continuous evaluation

To the students that do not opt by the continuous evaluation will offer them a procedure of evaluation that allow them reach the maximum qualification. This procedure will consist in a final examination that include the contents developed in the classes of theory and of practices.

#### 3. On the announcement of recovery

For the announcement of recovery the student that did not approve the subject chooses and confirm by email (a week before the examination) if it wishes to be examined entirely on the maximum possible note or if it applies him the procedure of evaluation stipulated in the subject keeping the note obtained in the previous tasks. By defect, to the student save him the results of the proofs realised.

#### 4. Qualification of No Presented

A student will consider no presented if, at most, has participated in the first proof of continuous evaluation. In any another case, the student will consider presented and will receive his corresponding note.

### Sources of information

Bueno Campos, E., **Curso básico de economía de la empresa**, 2004,

Fernández Sánchez, E. y otros, **Iniciación a los negocios para ingenieros. Aspectos funcionales**, 2008,

Pérez Gorostegui, E., **Curso de introducción a la economía de la empresa**, 2009,

Suárez Suárez, A., **Curso de economía de la empresa**, 2001,

### Additional

- Alegre y otros (2000): [Fundamentos de economía de la empresa: perspectiva funcional], *Ariel Economía*.
- Bueno Campos, E. (2007): [Organización de empresas: estructuras, procesos y modelos] *Pirámide*.
- Bueno Campos, E. y otros (2000): [Economía de la empresa. Análisis de las decisiones empresariales], *Pirámide*.
- Díez de Castro y otros (2002): [Introducción a la economía de la empresa I y II], *Pirámide*.
- Laborda Castillo, L. y Rafael de Zuani, E. (2005): [Introducción a la gestión empresarial: fundamentos teóricos y aplicaciones, *Universidad de Alcalá de Henares*.
- López, F. (2009): [La empresa explicada de forma sencilla], *Libros de Cabecera S.L. de Libros*.
- Luque de la Torre, M.A. y otros (2001): [Curso práctico de economía de la empresa. Un enfoque de organización], *Pirámide*.
- García del Junco J. (coord) y otros (2001): [Prácticas de gestión empresarial], *McGrawHill*.
- VV.AA. (2003): [Introducción a la economía y administración de empresas] *Pirámide*.
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- VV.AA. (2007): [Problemas de economía de la empresa] *Pirámide*.

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## **Recommendations**

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