



## IDENTIFYING DATA

### Business: Company Fundamentals

Subject	Business: Company Fundamentals			
Code	V05G300V01101			
Study programme	Degree in Telecommunications Technologies Engineering			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish			
Department	Business Organisation and Marketing			
Coordinator	Fernández Arias, M <sup>a</sup> Jesús González Vázquez, Beatriz			
Lecturers	Fernández Arias, M <sup>a</sup> Jesús González Vázquez, Beatriz			
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Web	<a href="http://fatic.uvigo.es">http://fatic.uvigo.es</a>			
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.		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 Threshold of profitability. 4.3 Decision to produce or buy. 4.4 Operational leverage. 4.5 Analyses PERT.
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: PERT Analysis Practical 13: The plan of company

### Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	28	56	84
Computer practices	24	36	60
Case studies	2	2	4
Objective questions exam	1	0	1
Essay questions exam	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
Lecturing	Master lesson with material of support and audiovisual means. Realise an exhibition of the main contents of the matter so that the student can understand the scope of the same and facilitate his understanding. Through this methodology the competencies CG8, CE5, CT2 are developed.
Computer practices	Classes where the students will work of individual form or in couple the practical contents of the subject. They will realize activities of application of the knowledges to concrete situations. In this methodology work of practical way the competitions CG4 and CE5.
Case studies	Methodology of analysis qualitative in the that the student works in one marry concrete, exploring diverse contents of the subject. With this methodology work the competitions CG8, CE5, CT2.

### Personalized attention

Methodologies	Description
Lecturing	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 coaching personalised in the office 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 coaching 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 students through the Network by means of the platform Fear in Fatic.
Case studies	In the study of case the professor will attend a in the doubts that the students have envelope the case posed.

Computer practices In the practica lsesions the professor will attend the doubts that the students have envelope the contents of the exercises or problems posed.

Assessment					
Description		Qualification	Training and Learning Results		
Objective questions exam	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
Essay questions exam	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 proper guidelines of the degree will offer two systems of evaluation:** continuous evaluation (with two options) and only evaluation at the end of the quarter. In any of the two systems of evaluation, this is individual and all the competitions of the subject remain evaluated.

#### 1. Continuous evaluation

The continuous evaluation will consist of two intermediate tests developed throughout the course, and which will be completed with an exam at the end of the semester. The tests will consist of two exams, with dates that will be planned in the Academic Committee of Degree and will be available at the beginning of the semester. These tests do not release material, but each of them will deal with the contents seen until the time of the test, both in theory classes and practices, which is why the last test will be given a greater weight in the calculation of the qualification with respect to the previous one, so that the first test weighs 40%, and the second test 60%.

If the student has passed the last test, and obtained a weighted average with a grade of 5, he / she will be exempt from taking the exam at the end of the semester. The grade obtained by the student in this case will be the weighted average grade of the two tests.

Students who do not pass the subject through the two intermediate tests, will have to complete the continuous assessment by taking an exam at the end of the semester that will consist of a test that will represent 60% of the grade that will be added to the grade obtained in the continuous evaluation (40% of the weighted average of the intermediate proofs).

These tests are not recoverable, that is, if a student does not perform them on the stipulated day, the teacher does not have the duty to repeat them (unless there is a cause of force majeure). A student will be considered to have opted for continuous assessment when participating in the second test.

#### 2. Students that opt by unique evaluation

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

#### 3. About the second opportunity

Stop the second opportunity the student chooses and communicates by writing (a week before the exame) wishes be evaluated again entirely envelope to maximum possible note or follow him applying the procedure of continuous evaluation stipulated in the subject keeping the note obtained in the previous tasks. Default, to the student save him the results of the proofs realized in this course.

#### 4. Qualification Of No Presented

A student will consider no presented if, how maximum, took part in the first proof of continuous evaluation. In any another marry, the student will consider presented and will receive his corresponding note.

#### 5. About the extraordinary final year opportunity

It will consist of an exam that includes the theoretical and practical contetns of the subject.

#### Important notice

In the case of detection of copy in any of the proofs, the final qualification will be of Fail (0), and the fact will be communicated to the direction of the Centre.

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**Sources of information**

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**Basic Bibliography**

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

Madura, Jeff, **Introduction to Business**, 2010

Diez-Viel, I., Martín de Castro, G., Montoro Sanchez, M.A., **Introduction to Business Administration**, 2012

**Complementary Bibliography**

Barroso Castro, C. (Coord.), **Economía de la empresa**, 2012

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

García Márquez, F., **Dirección y Gestión Empresarial**, 2013

Iborra Juan, M.; Dasi Coscollar, A.; Dolz Dolz, C.; Ferrer Ortega, C., **Fundamentos de dirección de empresas. Conceptos y habilidades directivas**, 2014

Moyano Fuentes, J.; Bruque Cámara, S.; Maqueira Marín, J.M.; Fidalgo Bautista, F.A.; Martínez Jurado, **Administración de empresas: un enfoque teórico-práctico**, 2011

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**Recommendations**

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