



## IDENTIFYING DATA

### Business: introduction to business management

|                     |  |                 |      |            |
|---------------------|--|-----------------|------|------------|
| Subject             | Business:<br>introduction to<br>business<br>management   |                 |      |            |
| Code                | V12G420V01201  |                 |      |            |
| Study programme     | (*)Grao en<br>Enxeñaría<br>Biomédica   |                 |      |            |
| Descriptors         | ECTS Credits   | Choose          | Year | Quadmester |
|                     | 6  | Basic education | 1st  | 2nd        |
| Teaching language   | Spanish<br>Galician  |                 |      |            |
| Department          | Business Organisation and Marketing  |                 |      |            |
| Coordinator         | Fernández Arias, M <sup>a</sup> Jesús<br>Álvarez Llorente, Gema  |                 |      |            |
| Lecturers           | Álvarez Llorente, Gema<br>Fernández Arias, M <sup>a</sup> Jesús<br>González-Portela Garrido, Alicia Trinidad<br>Pérez Pereira, Santos<br>Sinde Cantorna, Ana Isabel<br>Urgal González, Begoña  |                 |      |            |
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| Web                 | <a href="http://fatic@uvigo.es">http://fatic@uvigo.es</a>  |                 |      |            |
| General description | (*)Esta materia ten como obxectivo fundamental ofrecer ao alumno unha visión preliminar ou introdutoria, de carácter teórico-práctico, encol a natureza e o funcionamento das organizacións empresariais e a súa relación coa contorna na que operan, así como as actividades que levan a cabo. Para iso, entre outras cousas, definiremos o termo empresa dende un punto de vista multidimensional que abrangue a complexidade do seu funcionamento como sistema aberto. Posteriormente, analizaremos as relacións da empresa coa súa contorna, e entraremos no estudo das súas principais áreas funcionais que contribúen ao correcto desenvolvemento da súa actividade. |                 |      |            |

## Competencies

|      |   |
|------|---|
| Code |   |
| B9   | CG9 Ability to organize and plan within the sphere of a company, and other institutions and organizations.                                      |
| C6   | CE6 Adequate knowledge of the concept of enterprise and institutional and legal framework of enterprises. Organization and Business Management. |
| D1   | CT1 Analysis and synthesis.   |
| D2   | CT2 Problems resolution.  |
| D7   | CT7 Ability to organize and plan.   |
| D18  | CT18 Working in an international context.   |

## Learning outcomes

| Expected results from this subject  | Training and Learning Results |    |                 |
|---|-------------------------------|----|-----------------|
|   |                               |    |                 |
| Know the role of the company in the field of economic activity.                   | C6                            |    | D18             |
| Understand the basic aspects that characterize the different types of companies.  | C6                            |    | D1<br>D18       |
| Know the legal framework of the different types of companies.                     | C6                            |    | D1              |
| Know the most relevant aspects of the organization and management in the company. | B9                            | C6 | D1<br>D18       |
| Acquire skills on the processes that affect business management.                  | B9                            | C6 | D2<br>D7<br>D18 |

| <b>Contents</b>  |  |
|--|--|
| Topic  |  |
| 1. THE COMPANY   | 1.1 The nature of the firm<br>1.2 The role of the company in the socio-economic system.<br>1.3 The company as a system.<br>1.4 The environment of the company.<br>1.5 Company objectives and goals.<br>1.6 Types of companies.   |
| 2. FINANCIAL MANAGEMENT (PART I). ECONOMIC AND FINANCIAL STRUCTURE OF THE COMPANY  | 2.1 Economic and financial structure of the company. The Balance Sheet.<br>2.2 Working Capital<br>2.3 Operating cycle and Cash Conversion Cycle<br>2.4 Working Capital requirement   |
| 3. FINANCIAL MANAGEMENT (PART II). UNDERSTANDING THE RESULTS OF THE COMPANY  | 3.1 Income Statement: definition and main purposes.<br>3.2 Income Statement Structure.<br>3.3 The profitability of the company.  |
| 4. FINANCIAL MANAGEMENT (PART III). INVESTMENT DECISIONS.  | 4.1 Definition of Investment.<br>4.2 Types of investments.<br>4.3. Investment Appraisal Techniques   |
| 5. FINANCIAL MANAGEMENT (PART IV). FINANCING.  | 5.1 Concept of financing<br>5.2 Types of financing<br>5.3 Short-term External financing<br>5.4 Long-term external financing.<br>5.5 Internal financing<br>5.6 Solvency and liquidity.  |
| 6. OPERATION MANAGEMENT (PART I). GENERAL FEATURES   | 6.1 Production system.<br>6.2 Efficiency.<br>6.3 Productivity<br>6.4 Research, development and innovation (R&D&I).   |
| 7. OPERATION MANAGEMENT (PART II). PRODUCTION COSTS  | 7.1 Concept of cost.<br>7.2 Classification of costs.<br>7.3 The cost of production.<br>7.4 The income statement.<br>7.5 Breakeven Point.   |
| 8. MARKETING MANAGEMENT  | 8.1 What is marketing?<br>8.2 Basic concepts.<br>8.3 Marketing tools: Marketing mix.   |
| 9. MANAGEMENT AND ORGANIZATION   | 9.1 Components of the organization and management system.<br>9.2 The management system.<br>9.3 The human system.<br>9.4 The cultural system.<br>9.5 The political system.  |
| PRACTICAL CLASSES OF THE SUBJECT *<br>(* ) Practical classes schedules can undergo changes depending on the evolution of the course. | Practical class 1: The company as a system<br>Practical class 2: The business environment and business types<br>Practical class 3: The economic and financial structure of the company (I).<br>Basic concepts<br>Practical class 4: The economic and financial structure of the company (II).<br>The balance sheet<br>Practical class 5: Operating cycle and Cash Conversion Cycle<br>Practical class 6: The results of the company. The income statement<br>Practical class 7: Investment appraisal techniques<br>Practical class 8: Sources of business financing<br>Practical class 9: Efficiency and productivity<br>Practical class 10: Costs, margins and breakeven point<br>Practical class 11: The basics of marketing<br>Practical class 12: The management system of the company: A case study |

## Planning

|                          | Class hours | Hours outside the classroom | Total hours |
|--------------------------|-------------|-----------------------------|-------------|
| Lecturing                | 32.5        | 45.5                        | 78          |
| Laboratory practices     | 18          | 45                          | 63          |
| Objective questions exam | 3           | 6                           | 9           |

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

## Methodologies

|           | Description                                     |
|-----------|---|
| Lecturing | Explanation of the main contents of the course. |

### Personalized attention

| Tests                    | Description   |
|--------------------------|---|
| Objective questions exam | The students will have occasion of acudir to tutorías in the dispatch of the professor in the time that the professors will establish to such effect to principle of course and that will publish in the platform of teledocencia Fatic. These tutorías are destinadas to resolve doubts and orientar to the students on the development of the contents abordados in the theoretical kinds, the practical kinds and the works that can them encomendar. In this apartado also includes the aclaración to the students of any question on the proofs realized along the course. |

### Assessment

| Description              | Qualification | Training and Learning Results |
|--------------------------|---------------|-------------------------------|
| Laboratory practices     | 0             | B9 C6 D1<br>D2<br>D7<br>D18   |
| Objective questions exam | 100           | B9 C6 D1<br>D2                |

### Other comments on the Evaluation

#### 1. Ethical commitment

expect that the present student an ethical behaviour felicitous. In the case to detect a no ethical behaviour (copy, plagio, utilization of electronic devices no authorized, for example) will consider that the student does not gather the necessary requirements to surpass the subject. In this case, the global qualification in the present academic course will be of suspenso (0,0).

#### 2. System of continuous evaluation

Following the proper guidelines of the titulación and the agreements of the academic commission will offer to the/the students/ace that cursen this subject a system of continuous evaluation.

The continuous evaluation will feature of two test type test that will realize along the course. Each one of them test type test versará on the contents seen until the moment of his realization, so much in kinds of theory and of practices. Therefore, the first proof will not free subject of face to the realization of the second proof. Because of this, each one of these proofs will have a distinct weight in the calculation of the qualification obtained in the asignatura. The first a 30% and the second a 70%.

These proofs are not recoverable, is to say, if a/to student/to can not realize them in the date stipulated, the/the professor/to does not have obligation to repeat them, except cause justified and properly accredited by the/the student/to.

The/the student/to has right to know the qualification obtained in each proof in a reasonable term after his realization and comment with the/the professor/to the result.

It will understand that the/the student/to has surpassed the continuous evaluation when they fulfil all the following requirements:

1. It have developed properly 75% of the practices of the asignatura.
2. It have obtained , at least, a qualification of 5 on 10 (Approved) in the last proof type test (that versará on all the contents seen in the asignatura).
3. The average ponderada of the qualifications obtained in them test type test was like minimum of 5 on 10 (Approved), being this the qualification obtained in the asignatura.

So that the/the student/to can present to the proofs of evaluation indicated in this point, will be precise that this/to fulfil the first requirement expressed in the previous paragraph.

It will understand that a student/to has opted by the continuous evaluation when, fulfilling with the necessary requirements regarding the realization of the practices, takes part in the second proof type test.

The qualification obtained in them test type test and in the practices only will be valid for the academic course in which realize .

### 3. Students/ace that do not opt by the continuous evaluation

To the students/ace that do not opt by the continuous evaluation will offer them a procedure of evaluation that allow them achieve the maximum qualification. This procedure will consist in a final examination (cuya date is fixed by the Direction of the Centre), in which will evaluate all the contents developed in the asignatura, so much in the kinds of theory and in the kinds of practices. This final examination will feature of two parts: a proof of theory in format type test, that will suppose 30% of the final note, and another of practice, that will suppose 70% restante, and that will consist in a series of exercises to develop. It is indispensable condition to surpass the asignatura obtain in it tests type test a minimum punctuation of 5 on 10 (Approved).

Only will have the consideration of "No presented" that/ace students/ace that do not realize none of the proofs of evaluation collected in this guide docente. In concrete, for that/ace students/ace that realize the first tests type test but afterwards do not realize the second proof type test and neither present to the final examination, his qualification in the asignatura will be the note obtained in the first tests type test evaluated on 3.

### 4. On the announcement of July

The announcement of recovery (July) will consist in a final examination that will suppose 100% of the final qualification and in which will evaluate all the contents developed in the asignatura, so much in the kinds of theory and in the kinds of practices. Said examination will feature of two parts: a proof of theory in format type test, that will suppose 30% of the final note, and another of practice, that will suppose 70% restante, and that will consist in a series of exercises to develop. It is indispensable condition to surpass the asignatura obtain in it tests type test a minimum punctuation of 5 on 10 (Approved).

### 5. Prohibition of use of electronic devices

will not allow the utilization of any electronic device during the proofs of evaluation, except autorización expresas. The fact to enter an electronic device no authorized in the classroom of examination, will be considered reason of no superación of the asignatura in the present academic course and the global qualification will be of suspenso (0,0).

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## Sources of information

### Basic Bibliography

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

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

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,

### Complementary Bibliography

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## Recommendations

### Subjects that continue the syllabus

Basics of operations management/V12G320V01605

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