



IDENTIFYING DATA

Business: Introduction to business management

Subject	Business: Introduction to business management			
Code	V12G340V01201			
Study programme	Degree in Industrial Organisation Engineering			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Fernández Arias, M ^a Jesús Álvarez Llorente, Gema			
Lecturers	Álvarez Llorente, Gema Arevalo Tomé, Raquel Fernández Arias, M ^a Jesús López Miguens, María Jesús Pérez Pereira, Santos Sinde Cantorna, Ana Isabel Somoza Alonso, Elena Urgal González, Begoña			
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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	CG 9 Organization and planning in the field of business, and other institutions and organizations in projects and general staff.
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 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 D18

Contents

Topic	
UNIT 1. THE COMPANY	1.1 The nature of the firm 1.2 The role of the company in the socio-economic system. 1.3 The company as a system. 1.4 The environment of the company. 1.5 Company objectives and goals. 1.6 Types of companies.
UNIT 2. FINANCIAL AREA (PART I). ECONOMIC AND FINANCIAL STRUCTURE OF THE COMPANY	2.1 Economic and financial structure of the company. 2.2 Working Capital 2.3 Operating cycle and Cash Conversion Cycle 2.4 Working Capital requirement
UNIT 3. FINANCIAL AREA (PART II). UNDERSTANDING THE RESULTS OF THE COMPANY	3.1 The results of the company. 3.2 The profitability of the company. 3.3 The competitive strategy.
UNIT 4. FINANCIAL MANAGEMENT (PART III). INVESTMENT DECISIONS.	4.1 Definition of Investment. 4.2 Types of investments. 4.3. Investment Appraisal Techniques
UNIT 5. FINANCIAL AREA (PART IV). FINANCE DECISIONS.	5.1 Concept of source of finance. 5.2 Types of sources of finance. 5.3 Analyses of the solvency and liquidity of the company.
UNIT 6. OPERATIONS AREA (PART I). GENERAL FEATURES	6.1 Defining production. 6.2 Efficiency. 6.3 Productivity 6.4 Research, development and innovation (R&D&I).
UNIT 7. OPERATIONS AREA (PART II). ANALYZING THE COSTS OF PRODUCTION	7.1 Concept of cost. 7.2 Classification of the costs. 7.3 The cost of production. 7.4 The analysis of profit margins of the company. 7.5 Break even point. 7.6 Capacity of production and location. 7.7 Management of inventories.
UNIT 8. MARKETING AREA	8.1 What is marketing? 8.2 Basic concepts. 8.3 Marketing tools: Marketing mix.
UNIT 9. MANAGEMENT AND ORGANIZATION	9.1 Components of the organization and management system. 9.2 Management area. 9.3 Human Resources area. 9.4 The cultural system. 9.5 The political system.
PRACTICES OF THE COURSE *The programming of the practical can experience changes in function of the evolution of the course.	Practice 1: Application of concepts of the Unit 1. Practice 2: Application of concepts of the Unit 1. Practice 3: Application of concepts of the Unit 2. Practice 4: Application of concepts of the Unit 2. Practice 5: Application of concepts of the Unit 2. Practice 6: Application of concepts of the Unit 3. Practice 7: Application of concepts of the Unit 4. Practice 8: Application of concepts of the Unit 5. Practice 9: Application of concepts of the Unit 6. Practice 10: Application of concepts of the Unit 7. Practice 11: Application of concepts of the Unit 8. Practice 12: Application of concepts of the Unit 9.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	32.5	45.5	78
Laboratory practical	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.
Laboratory practical	Application to specific problems of the knowledge acquired in theoretical classes.

Personalized assistance

Tests	Description
Objective questions exam	Students will have the opportunity to attend tutorials in the professor's office according to the schedule published at the beginning of the course on the Fatic e-learning platform. These tutorials are intended to answer questions and guide students on the development of the content covered in the theoretical classes, practicals and in the requested tasks. This section also includes clarifying to students any questions about the tests carried out throughout the course.

Assessment

Description	Qualification	Training and Learning Results		
Laboratory practical	0	B9	C6	D1 D2 D7 D18
In accordance with the planning for the academic course, the student will have to develop a minimum number of practices that include diverse exercises to apply the knowledge acquired by the student in theory classes to concrete situations and allow to develop several basic skills (ability to solve problems, initiative, work in teams, etc.).				
These practices do not take part in the calculation of the mark of the course, but the student will be required to pass a minimum of the practices in the course.				
Objective questions exam	100	B9	C6	D1 D2
The student will take a minimum of two tests throughout the course, in which knowledge and competences acquired by the students in theory and practical classes will be assessed.				

Other comments on the Evaluation

1. Ethical commitment:

The student is expected to exhibit adequate ethical behavior. In the case of detecting unethical behavior (copy, plagiarism, use of unauthorized electronic devices, for example) it will be considered that the student does not meet the necessary requirements to pass the subject. In that case, the student will not pass the course in the current academic year (0.0).

2. Continuous evaluation system

Following the guidelines of the degree and the agreements of the academic commission will offer students who study this subject a continuous assessment system.

The continuous evaluation will consist of two tests that will be carried out throughout the course. Each one of the tests will deal with the contents analyzed until the test is taken, both in theory and practical classes. Therefore, the first test will not release material for the performance of the second test. Due to this, each of these tests will have a different weight in the calculation of the grade obtained in the subject. The first 30% and the second 70%.

These tests are not recoverable, that is, if a student can not perform them on the stipulated date, the teacher does not have to repeat them, unless justified and duly accredited by the student.

The student has the right to know the grade obtained in each test within a reasonable time after its completion and discuss the result with the teacher.

It will be understood that the student has passed the continuous evaluation when all the following requirements are met:

1. 75% of the practices of the course have been correctly developed.
2. At least a grade of 5 out of 10 (passed) has been obtained in the last test (which will cover all the contents seen in the course).
3. The weighted average of the marks obtained in the test type tests is a minimum of 5 out of 10 (passed), this being the grade obtained in the subject.

In order for the student to be able to take the evaluation tests indicated in this point, the student must meet the first requirement expressed in the previous paragraph.

If the weighted average of the marks obtained in the test type tests is greater than or equal to 5 but the grade obtained in the last test type test is less than 5, the student will not have passed the subject and his grade will be the one obtained in the second test.

It will be understood that a student has opted for continuous assessment when, fulfilling the necessary requirements regarding the completion of practices, participates in the second test type test.

The qualification obtained in the test and practice tests will only be valid for the academic year in which they take place.

3. Students who do not opt for continuous assessment

Students who do not opt for continuous assessment will be offered an evaluation procedure that allows them to reach the highest grade. This procedure will consist of a final exam (whose date is set by the governing bodies of Escola de Enxenería Industrial), in which all the contents developed in the subject will be evaluated, both in the theory classes and in the practical classes.

This final exam will consist of two parts: a theory test in a test-type format, which will represent 30% of the final grade, and another part of practice, which will be the remaining 70%, and which will consist of a series of exercises to be developed. It is an essential condition to pass the course to obtain a minimum score of 5 out of 10 in the test. In case of not passing the test, the final grade of the student will be the one obtained in said test evaluated on 3.

Only those students who do not perform any of the assessment tests included in this teaching guide will be considered not submitted. Specifically, for those students who take the first test but then do not take the second test and do not take the final exam, their grade in the course will be the grade obtained in the first test evaluated on 3.

4. About the non ordinary exam in July

The non ordinary exam in July will consist of a final exam that will be 100% of the final grade and in which all the contents developed in the course will be evaluated, both in the theory classes and in the practical classes.

This exam will consist of two parts: a theory test in test format, which will mean 30% of the final grade, and another practice, which will be the remaining 70%, and which will consist of a series of exercises to be developed. It is an essential condition to pass the course to obtain a minimum score of 5 out of 10 (Approved) in the test. In case of not passing the test, the final grade of the student will be the one obtained in said test evaluated on 3.

5. Prohibition of the use of electronic devices

The use of any electronic device during the evaluation tests will not be allowed, unless expressly authorized. Introducing an electronic device not authorized in the exam will be considered a reason for not passing the course in this academic year (0,0).

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

Recommendations

Subjects that continue the syllabus

Basics of operations management/V12G320V01605

Contingency plan

Description

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes extraordinary planning that will be activated at the time that the administrations and the institution itself determine it based

on criteria of safety, health and responsibility , and guaranteeing teaching in a non-classroom or partially classroom setting. These measures already planned guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance by students and teachers through the standardized and institutionalized tool of the teaching guides.

=== ADAPTATION OF THE METHODOLOGIES ===

The teaching activity will be carried out through Campus Remoto, also using the FAITIC e-learning platform. Other supplementary platforms may be used to guarantee the accessibility to teaching contents.

Tutoring sessions may be carried out online: either asynchronously (e-mail, FAITIC, forums, etc.) or by videoconference, in this case by appointment.

=== ADAPTATION OF THE TESTS ===

In order to adapt the teaching guide to the exceptional planning, the assesment processes would consist of the following evaluable activities:

1. CONTINUOUS ASSESMENT

a) Several tests that will be carried out throughout the course on the different parts of the syllabus, depending on the topics analyzed in both theory and practical classes, as well as the material provided to prepare them. Taking these tests, the student may achieve a maximum score of 6 points.

b) The student will also obtain points for each of the practices successfully passed throughout the course, achieving a maximum score of 1.5 points.

c) A final test with a maximum score of 2.5 points, covering issues related to the entire syllabus, will be carried out on the official date for the final exam of the course set by the governing bodies of the Escola de Inxeniería Industrial.

None of these activities will be recoverable, that is, if a student cannot perform them on the stipulated date, the professor is not obliged to repeat them, except for justified cause duly accredited by the student.

The score obtained in the tests and in the practices will only be valid for the academic course in which they are carried out.

2. NON-CONTINUOUS ASSESSMENT

A test with a maximum score of 10 points and covering issues related to the entire syllabus of the subject will be carried out on the official date set by the governing bodies of the Escola de Inxeniería Industrial.

Students may renounce continuous assessment and opt for non-continuous assessment by written request to the professor, within the period established for this purpose and this period will be announced in advance.

3. NON ORDINARY EXAM IN JUYLY

Non ordinary exam in July will consist of a test with a maximum score of 10 points and that will cover issues related to the entire syllabus of the course. That test will be carried out on the official date set by the governing bodies of the Escola de Inxeniería Industrial.

All the evaluable activities will be carried out through the telematic resources provided by the University of Vigo for this purpose, and following the measures set by the governing bodies of the University of Vigo.

Only those students who do not take any of the assessment tests included in this teaching guide will be considered as not submitted.
