



IDENTIFYING DATA

Business: Introduction to business management

Subject	Business: Introduction to business management			
Code	V12G760V01105			
Study programme	PCEO Grado en Ingeniería Biomédica/Grado en Ingeniería en Electrónica Industrial y Automática			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician English			
Department				
Coordinator	Álvarez Llorente, Gema			
Lecturers	Álvarez Llorente, Gema Arevalo Tomé, Raquel Fernández Arias, María Jesús González-Portela Garrido, Alicia Trinidad Pérez Pereira, Santos Sinde Cantorna, Ana Isabel Urgal González, Begoña			
E-mail	galvarez@uvigo.es			
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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.			

Skills

Code

Learning outcomes

Expected results from this subject	Training and Learning Results
Know the role of the company in the field of economic activity.	
Understand the basic aspects that characterize the different types of companies.	
Know the legal framework of the different types of companies.	
Know the most relevant aspects of the organization and management in the company.	
Acquire skills on the processes that affect business management.	

Contents

Topic

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.
2. FINANCIAL MANAGEMENT (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
3. FINANCIAL MANAGEMENT (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.
4. FINANCIAL MANAGEMENT (PART III). INVESTMENT DECISIONS.	4.1 Definition of Investment. 4.2 Types of investments. 4.3. Investment Appraisal Techniques
5. FINANCIAL MANAGEMENT (PART IV). FINANCING.	5.1 Concept of financing 5.2 Types of financing 5.3 Short-term External financing 5.4 Long-term external financing. 5.5 Internal financing 5.6 Solvency and liquidity.
6. OPERATION MANAGEMENT (PART I). GENERAL FEATURES	6.1 Production system. 6.2 Efficiency. 6.3 Productivity 6.4 Research, development and innovation (R&D&I).
7. OPERATION MANAGEMENT (PART II). PRODUCTION COSTS	7.1 Concept of cost. 7.2 Classification of costs. 7.3 The cost of production. 7.4 The income statement. 7.5 Breakeven Point.
8. MARKETING MANAGEMENT	8.1 What is marketing? 8.2 Basic concepts. 8.3 Marketing tools: Marketing mix.
9. MANAGEMENT AND ORGANIZATION	9.1 Components of the organization and management system. 9.2 The management system. 9.3 The human system. 9.4 The cultural system. 9.5 The political system.
PRACTICAL CLASSES OF THE SUBJECT * (*) Practical classes schedules can undergo changes depending on the evolution of the course.	Practical class 1: The company as a system Practical class 2: The business environment and business types Practical class 3: The economic and financial structure of the company (I). Basic concepts Practical class 4: The economic and financial structure of the company (II). The balance sheet Practical class 5: Operating cycle and Cash Conversion Cycle Practical class 6: The results of the company. The income statement Practical class 7: Investment appraisal techniques Practical class 8: Sources of business financing Practical class 9: Efficiency and productivity Practical class 10: Costs, margins and breakeven point Practical class 11: The basics of marketing 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 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	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 practical	0	
Objective questions exam	100	

Other comments on the Evaluation

1. Compromiso ético:

Espérase que o alumno teña un comportamento ético adecuado. No caso de detectar un comportamento non ético (copia, plaxio, uso de dispositivos electrónicos non autorizados, por exemplo) considerarase que o alumno non cumpre os requisitos necesarios para aprobar a materia. Nese caso suspenderase a nota global no curso académico actual

(0,0).

2. Sistema de avaliación continua

Seguindo as directrices do título e os acordos da comisión académica ofrecerán aos alumnos / as que estuden esta materia un sistema de avaliación continua.

A avaliación continua consistirá en dúas probas tipo test que se realizarán ao longo do curso. Cada unha das probas de tipo de proba abordará os contidos vistos ata o momento da súa realización, tanto en clases teóricas como prácticas. Polo tanto, a primeira proba non publicará material para a realización da segunda proba. Debido a isto, cada unha destas probas terá un peso diferente no cálculo da cualificación obtida na materia. O primeiro 30% eo segundo o 70%.

Estas probas non son recuperables, é dicir, se un estudante non pode realizalas na data estipulada, o profesor non ten que repetilas, salvo que o estudante xustifique e acredite.

O estudante ten dereito a coñecer a cualificación obtida en cada proba nun prazo razoable despois da súa conclusión e discutir o resultado co profesor.

Entenderase que o estudante superou a avaliación continua cando se cumpren todos os requisitos seguintes:

1. O 75% das prácticas da materia desenvolvéronse correctamente.

2. Polo menos unha nota de 5 sobre 10 (aprobada) obtivo a última proba de tipo de proba (que abarcará todos os contidos vistos na materia).

3. A media ponderada das cualificacións obtidas nas probas tipo test é un mínimo de 5 sobre 10 (aprobado), sendo a nota

obtida na materia.

Para que o alumno poida realizar as probas de avaliación indicadas neste punto, o alumno debe cumprir o primeiro requisito expresado no parágrafo anterior.

Se a media ponderada das marcas obtidas nas probas de tipo de proba é maior ou igual a 5 pero a nota obtida na última proba de tipo de proba é inferior a 5, o alumno non superará a materia ea súa nota será a obtida en a segunda proba.

Entenderase que un estudante optou pola avaliación continua cando, cumprindo cos requisitos necesarios para a realización de prácticas, participa na segunda proba de tipo test.

A cualificación obtida nas probas e probas prácticas só será válida para o curso académico no que se realizan.

3. Estudiantes que non opten pola avaliación continua

Ao alumnado que non opte pola avaliación continua ofrecerase un procedemento de avaliación que lles permita alcanzar a nota máis alta. Este procedemento consistirá nun exame final (cuxa data está fixada pola Xestión do Centro), na que se evaluarán todos os contidos desenvolvidos na materia, tanto nas clases teóricas como nas clases prácticas. Este exame final constará de dúas partes: unha proba teórica en formato tipo test, que representará o 30% da nota final e outra parte da práctica, que será o 70% restante e que consistirá nunha serie de exercicios a desenvolver. É unha condición esencial para pasar a materia para obter unha puntuación mínima de 5 sobre 10 (aprobada) na proba de tipo de proba. En caso de non superar a proba de tipo de proba, a nota final do estudante será a obtida no devandito exame avaliado en 3.

Só os estudantes que non realicen ningunha das probas de avaliación incluídas nesta guía de ensino serán considerados "non presentados". En concreto, para os estudantes que realizan a primeira proba de tipo de proba pero que non realizan a segunda proba de tipo de proba e non se presentan ao exame final, a súa nota na materia será a nota obtida na primeira proba de proba. 3

4. Sobre a chamada de xullo

A convocatoria de recuperación (xullo) consistirá nun exame final que será o 100% da nota final e no que se evaluarán todos os contidos desenvolvidos na materia, tanto nas clases teóricas como nas clases prácticas. Este exame constará de dúas partes: unha proba teórica en formato de proba, que suporá o 30% da nota final e outra práctica, que será o 70% restante e que consistirá nunha serie de exercicios para desenvolver. É unha condición esencial para pasar a materia para obter unha puntuación mínima de 5 sobre 10 (aprobada) na proba de tipo de proba. En caso de non superar a proba de tipo de proba, a nota final do estudante será a obtida no devandito exame avaliado en 3.

5. Prohibición do uso de dispositivos electrónicos

Non se permitirá o uso de ningún dispositivo electrónico durante as probas de avaliación, salvo autorización expresa. O feito de introducir un dispositivo electrónico non autorizado na sala de exames será considerado un motivo para non superar a materia neste curso académico e suspenderase a puntuación global (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 assessment processes would consist of the following evaluable activities:

1. CONTINUOUS ASSESSMENT

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 Inxenería 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 Inxenería 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 JULY

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 Inxenería 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.
