



## IDENTIFYING DATA

### Business: Introduction to business management

|                     |  |                           |             |                   |
|---------------------|--|---------------------------|-------------|-------------------|
| Subject             | Business:<br>Introduction to<br>business<br>management   |                           |             |                   |
| Code                | V12G330V01201  |                           |             |                   |
| Study programme     | Grado en Ingeniería<br>en Electrónica<br>Industrial y<br>Automática  |                           |             |                   |
| Descriptors         | ECTS Credits<br>6  | Choose<br>Basic education | Year<br>1st | Quadmester<br>2nd |
| Teaching language   | #EnglishFriendly<br>Spanish<br>Galician<br>English   |                           |             |                   |
| Department          |  |                           |             |                   |
| Coordinator         | Álvarez Llorente, Gema   |                           |             |                   |
| Lecturers           | Álvarez Llorente, Gema<br>Arevalo Tomé, Raquel<br>Fernández Arias, María Jesús<br>González-Portela Garrido, Alicia Trinidad<br>Pérez Pereira, Santos<br>Sinde Cantorna, Ana Isabel<br>Urgal González, Begoña   |                           |             |                   |
| E-mail              | galvarez@uvigo.es  |                           |             |                   |
| Web                 | <a href="http://moovi.uvigo.gal/">http://moovi.uvigo.gal/</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. |                           |             |                   |

## Skills

|      |   |  |  |
|------|---|--|--|
| 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<br>D1<br>D18 |

## Contents

| 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.<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 The results of the company.<br>3.2 The profitability of the company.<br>3.3 The competitive strategy.   |
| 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: The FINANCIAL SYSTEM (PART IV). FINANCE  | 5.1 Concept of source of finance.<br>5.2 Types of sources of finance.<br>5.3 Analyses of the solvency and liquidity of the company.   |
| 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: The SYSTEM OF PRODUCTION (PART II). The COSTS OF PRODUCTION  | 7.1 Concept of cost.<br>7.2 Classification of the costs.<br>7.3 The cost of production.<br>7.4 The margins of the company.<br>7.5 Threshold of profitability.<br>7.6 Capacity of production and location.<br>7.7 Management of inventories.   |
| 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.   |
| PRACTICES OF THE MATTER<br>*The programming of the practical can experience changes in function of the evolution of the course. | Practice 1: Application of concepts of the subject 1.<br>Practice 2: Application of concepts of the subject 1.<br>Practice 3: Application of concepts of the subject 2.<br>Practice 4: Application of concepts of the subject 2.<br>Practice 5: Application of concepts of the subject 2.<br>Practice 6: Application of concepts of the subject 3.<br>Practice 7: Application of concepts of the subject 4.<br>Practice 8: Application of concepts of the subject 5.<br>Practice 9: Application of concepts of the subject 6.<br>Practice 10: Application of concepts of the subject 7.<br>Practice 11: Application of concepts of the subject 8.<br>Practice 12: Application of concepts of the subject 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 | 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     | In accordance with the planning docente of the academic course, the student will have to develop a number determined of practices that include diverse exercises of application of the knowledges purchased in the kinds of theory to concrete situations and allow to develop diverse basic skills (capacity for the resolution of problems, initiative, work in team, etc.). These practices do not take part in the calculation of the qualification of the subject, but exige to the student obtain an exert minimum in the same for the superación of the subject. | 0             | B9 C6 D1<br>D2<br>D7<br>D18   |
| Objective questions exam | Will realize , and minimum, two test type test along the course, in which will evaluate the knowledges, the destrezas and the competitions purchased by the students so much in the classrooms of theory and of practices.  | 100           | B9 C6 D1<br>D2                |

### 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 overall grade in the current academic year will be suspended

(0.0).

#### 2. Continuous evaluation system

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

The continuous evaluation will consist of two test type tests that will be carried out throughout the course. Each one of the test type tests will deal with the contents seen until the moment of its realization, 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 subject have been correctly developed.

2. At least a grade of 5 out of 10 (passed) has been obtained in the last test type test (which will cover all the contents seen in the subject).

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 Management of the Center), 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 subject to obtain a minimum score of 5 out of 10 (Approved) in the test type test. In case of not passing the test type 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 type test but then do not take the second test type test and do not show up for the final exam, their grade in the subject will be the grade obtained in the first test type test evaluated on 3.

### 4. About the July call

The call for recovery (July) will consist of a final exam that will be 100% of the final grade and in which all the contents developed in the subject 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 subject to obtain a minimum score of 5 out of 10 (Approved) in the test type test. In case of not passing the test type 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. The fact of introducing an electronic device not authorized in the examination room, will be considered a reason for not passing the subject in this academic year and the overall rating will be suspended (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

