



IDENTIFYING DATA

Company: Basics of organisation and business management

Subject	Company: Basics of organisation and business management			
Code	P04G190V01202			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	García-Pintos Escuder, Adela			
Lecturers	García-Pintos Escuder, Adela			
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Web				
General description	<p>The aim of this matter is that the student comprise, with a practical and participatory approach, the components and operation of the company like a socioeconomic reality. These contents interrelate with other matters and provide the knowledges, attitudes and necessary skills to develop with efficiency and efficiency his future professional activity; so much in the world of the companies, and the organisations in general; as in the development of his own business project.</p> <p>Matter of the program *English *Friendly: The/ace international students will be able to request to the *profesorado: to)material and bibliographic references for the follow-up of the matter in English, *b) attend the *tutorías in English, *c) proofs and evaluations in English.</p>			

Training and Learning Results

Code			
A1	That the students show having acquired and understanding knowledges in an area of study that splits of the base of the general secondary education and usually is found in a level that, despite its support in advanced books of text, it includes also any aspects that involve pertinent knowledges of the avant-garde of his field of study.		
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.		
C14	Directive and collaborative dexterities: ability and skill to take on responsibility of the area of communication of an organization, facing the strategic management of their intangibles, the corporate social responsibility and the relations with different publics.		
C15	Ability to the economic and budgetary management within the scope of the advertising activity and of the public relations.		
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.		
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.		
D5	Managerial competences: ability to assume the leadership in projects, managing them efficiently and assuming commitments of social responsibility.		
D6	Managerial competences: preparation to assume the risk in the decision taking.		

Expected results from this subject

Expected results from this subject	Training and Learning Results	
Apply technicians of diagnostic of companies	C14	
Apply the economic and budgetary management in the business field	C15	
Analyse and interpret the generic and specific surroundings of each area	A1	B3
Develop the creativity, the innovation and the adaptation to the change	A1	D2

Design organizational aims and values schedule the work in team	D3
Lead projects, managing them efficiently and assuming commitments of social responsibility.	D5
Analyse and value the risk in the taking of business decisions	D6

Contents

Topic	
1. The company like a complex system.	1.1.- Definition of company. 1.2.- Elements of the company. 1.3.- Objective of the company. 1.4. The function of direction. 1.4.- The theory of systems applied to the companies. 1.5.- Typology of companies
2. The surroundings of the company	2.1.- The business surroundings. 2.2.- The general surroundings. 2.3.- The specific surroundings.
3. Diagnostic and strategic design	3.1.- The direction of companies. 3.2.- The diagnostic of the company: analysis SWOT. 3.3.- The design of strategies. 3.4. Evaluation and selection of strategies. 3.5. Implantation and control
4. The human factor	4.1.- Business culture. 4.2.- The leadership. 4.3.- The power in the organisations. 4.4.- Direction and management of HR.
5. The organisational structure	5.1.- Organisational structure. 5.2.- The organisation chart. 5.3.- Parameters of design. 5.4.-Structural configurations
6. Economic appearances-financial of the company	6.1.- The investment. 6.2.- The finance. 6.3.- The countable reflection: The Balance, The account of losses and gains. 6.4.- Financial economic indicators: the tree of profitability, calculation of the deadlock.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	23	50	73
Problem solving	15	20	35
Mentored work	10	15	25
Essay questions exam	1	0	1
Objective questions exam	0	15	15
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	The professor will expose the contents of the subject that have been included in the agenda of this subject.
Problem solving	Activity in which they formulate problems and/or exercises related with the subject. The students has to develop the suitable or correct solutions. It is used to use as I complement of the lecturing.
Mentored work	The students will elaborate a project under the guidelines and supervision of the professor. In case of not renouncing to the continuous evaluation, to assistance to the seminars is COMPULSORY by what to be able to obtain the punctuation of the work has to assist like minimum to 80% of the sessions.

Personalized assistance

Methodologies	Description
Lecturing	Students will be able to resolve doubts in relation to some aspect of the subject, as well as attention to your needs and queries related to the study and/or topics related to the discipline, providing guidance, support and motivation in the learning process. The personalised attentionare will be held in office 204 of the Faculty of Communication. The schedule of the personalised attention can be consulted in the following link: https://www.uvigo.gal/es/universidad/administracion-personal/pdi/adela-garcia-pintos-escuder
Mentored work	Personalised attention to the students for the resolution of their doubts.
Problem solving	Personalised attention to the students for the resolution of their doubts
Tests	Description
Essay questions exam	Personalised attention to the students for the resolution of their doubts
Essay questions exam	Personalised attention to the students for the resolution of their doubts
Objective questions exam	Personalised attention to the students for the resolution of their doubts

Assessment		Qualification	Training and Learning Results			
	Description					
Problem solving	Proofs that set up in the practical classes. The students has to solve exercises in the time and conditions established by the professor. The total punctuation of this epigraph will deliver between the number sessions that carry out.	10	A1	B3	C14 C15	D2 D3 D5 D6
Mentored work	Group work under the supervision of the teacher. The grade obtained by each student in this section will be the grade of group work but it may be modified by their participation both both at work and in seminars. The conformation of the groups will be done in the first seminar session (according to official calendar) under the supervision of the teacher. Those students who do not attend the first session of seminar, they will have until the second session to join a group, always prior acceptance by the teacher. Attendance at seminars is MANDATORY, so in order to obtain the score of the work a student must attend as at least 80% of the sessions.	15	A1	B3	C14 C15	D2 D3 D5 D6
Essay questions exam	Mid -term proof of evaluation that includes activities, problems or practical exercises to resolve. The date will communicate through Moovi and will make in the schedule of theoretical classes.	30	A1	B3	C14 C15	D2 D3
Objective questions exam	Proofs that evaluate the knowledge that include enclosed questions with different alternative of answer (true/false, multiple election, pairing of elements...) These proofs will make in the platform Moovi.	15	A1	B3	C15	
Essay questions exam	Proof at the end of the course oriented to the application of the concepts developed in the subject.	30	A1	B3	C14 C15	D2 D3

Other comments on the Evaluation

CHOICE EVALUATION MODALITY

Students may choose to be evaluated through the continuous evaluation system, or alternatively opt for Global Evaluation. The default evaluation is continuous evaluation. Students must inform the teacher of their express resignation from the continuous assessment system within the period established by the center for this purpose, attaching a covered and signed document authorized for this purpose.

The choice of global evaluation implies the waiver of the right to continue evaluating through the activities of continuous evaluation that already subtracts the qualification obtained up to that moment in any of the tests that already had place.

CONTINUOUS ASSESSMENT

It is the evaluation system that is applied to students if they do not expressly waive continuous evaluation.

The following tests will be carried out throughout the course:

- Exam of objective questions (15%). Various multiple choice tests will be carried out on the Moovi platform. The delivery times of each of them will be communicated through Moovi.
- Supervised work (15%): A group work will be carried out under the supervision of the teacher. Attendance at the seminars is MANDATORY, so in order to obtain the score for the work, a minimum of 80% of the sessions must be attended. If this minimum is not met, the grade for this test will be 0. It will be delivered on the Moovi platform.
- Problem solving (10%): resolution of a series of exercises and case studies. The total score for this section will be distributed among the number of sessions that are carried out. The exercises must be uploaded to Moovi and the delivery period will be determined by the teacher. Attendance at practices is mandatory, so in order to obtain the score for this section, students must attend at least 80% of the sessions. If this minimum is not met, the grade for this test will be 0.
- Development questions exam 1 (30%). There will be a theoretical-practical exam in the middle of the semester. It will be done during theoretical classes. The date will be communicated through Moovi.
- Development questions exam 2 (30%): A theoretical-practical exam will be held on the same day as the official global evaluation date of the first opportunity.

2nd opportunity and End of career

The form of evaluation in the second call and final of the degree is the same as in the first, and it is not possible to change the evaluation modality.

- The exercise resolution qualification cannot be improved in this second opportunity and at the end of the degree, since they come from the work developed during the course.
- Students will have the opportunity to recover the rest of the tests (objective questions exam, supervised work and development questions exam 1 and 2) that they would not have passed in the first call (grade less than 5) as well as those that they would not have taken. . For the rest of the tests that are not recovered, the grade obtained in the first call will be kept.
- The objective question exams and supervised work will be carried out on the Moovi platform, with a deadline the same day as the official global evaluation date of the second chance.
- In the case of the development questions exams, these will be carried out on the same day as the official date of the global evaluation of the second chance.

Calculation of the final grade

The final mark that will be recorded will be calculated taking into account the following:

- In the sum of the qualifications of the exams of development questions 1 and 2 is less than 4 out of 10, the final qualification will be the result of the sum of these two exams.
- In the the sum of the qualifications of the development questions exams 1 and 2 is equal to or greater than 4 out of 10, the final qualification will be the result of the sum of the qualifications obtained in the development questions exams 1 and 2 , tutored work and problem solving and the examination of objective questions.

GLOBAL EVALUATION

In case of express resignation to the continuous evaluation, the students will be evaluated by means of a theoretical-practical test. The test will be 100% of the course grade. Given the length of the test, students who take the global assessment must have 3 hours to complete them from the official start time of the subject exam according to the official calendar.

The dates and times of the global assessment tests (first and second chance) are those specified in the assessment test calendar approved by the Faculty Board for the 2023/24 academic year. In case of conflict or disparity between exam dates, those published on the faculty website will prevail:

<https://fcom.uvigo.gal/publicidad-relaciones-publicas/exames-publicidade-e-relaciones-publicas/>

NOT PRESENTED

Students who do not participate in the continuous assessment or in the global assessment

NEXT COURSES

If the subject is not passed in the 2023-24 academic year, the student must take it again, adapting to the teaching guide that is in force for the academic year in question and, therefore, will not retain any of the grades obtained in the present course, except in the case of the end of the race.

RECOMMENDATIONS

The information on the evaluation tests, their format, length, evaluation rubric and delivery channels will be detailed through the Moovi platform. It is the responsibility of the student or student to be attentive to the information uploaded and collect the specific and complementary information that is necessary to pass the subject.

Students are recommended to take into account Title VII (On the use of illegal means), of the Regulation on the Evaluation, qualification and quality of teaching and the student learning process: <https://secretaria.uvigo.gal/>

Sources of information

Basic Bibliography

Montoro Sánchez, María Ángeles et al, **Fundamentos de administración de empresas**, 4ª, Cizur Menor, 2020

Complementary Bibliography

Fernández Sánchez, Esteban, and Marisa Ramírez Alesón., **Fundamentos para la toma de decisiones estratégicas de la empresa**, Ediciones Pirámide, 2021

González Domínguez, Francisco José, and Juan D. Ganaza Vargas, **Fundamentos de economía de la empresa**, 2ª, Pirámide, 2017

Piñeiro García, Pilar et al., **Introducción a la economía de la empresa**, Delta, 2010

Vázquez Suárez, Luis, Roberto Sánchez Gómez, and Esther Calderón Monge, **Introducción a la gestión de empresas**, Ediciones Pirámide, 2020

David, Fred R., Forest David, and Meredith E David, **Strategic Management&: A Competitive Advantage Approach: Concepts and Cases**, 17ª, Pearson Education, 2023

Recommendations

Subjects that continue the syllabus

Company: Basics of marketing techniques/P04G190V01302

Other comments

The information on the evaluation tests, their format, length, evaluation rubric and delivery channels will be detailed through the Moovi platform.

It is the responsibility of the student or student to be attentive to the information uploaded and collect the specific and complementary information that is necessary to pass the subject. Students are recommended to take into account Title VII (On the use of illegal means), of the Regulation on the Evaluation, qualification and quality of teaching and the student learning process:

<https://secretaria.uvigo.gal/uv/web/regulations/public/show/565>
