



IDENTIFYING DATA

Business: Introduction to business management

Subject	Business: Introduction to business management			
Code	P52G382V01105			
Study programme	Grado en Ingeniería Mecánica			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish			
Department				
Coordinator	Garrido González, Iván			
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General description	<p>This subject is part of the Basic Training module and aims to provide students with a global vision of companies, acquiring a series of knowledge that will bring them closer to the business reality for its practical application.</p> <p>The aim is to enable students to choose the most suitable legal form for the needs of a business project, analyzing the environment of the activity, and thus being able to design the organizational structure and the most appropriate business strategy to achieve the goals through the management of the people who integrate it, taking decisions according to the level of information available.</p> <p>They are also expected to be able to choose the most convenient funding and to use production and marketing techniques.</p> <p>The aim is to achieve these objectives in order to continue and approach the training in other subjects of later courses and to be able to exercise the skills developed with the learning of the subject. Specifically, it is intended that the engineer and naval officer knows the legal-economic areas to properly perform their responsibilities as an administrator of public funds.</p>			

Training and Learning Results

Code	
B9	Ability to organize and plan within the sphere of a company, and other institutions and organizations.
C6	Adequate knowledge of the concept of enterprise, institutional and legal framework of enterprises. Organization and Business Management.
D1	Analysis and synthesis
D2	Problems resolution.
D7	Ability to organize and plan.
D11	Ability to understand the meaning and application of the gender perspective in the various fields of knowledge and professional practice with the aim of achieving a more just and egalitarian society.
D18	Working in an international context.

Expected results from this subject

Expected results from this subject	Training and Learning Results	
To understand the role of the company in the field of the economic activity and its contribution to a more equitable development of society.	C6	D11 D18
To understand the basic aspects that characterize the different types of companies.	C6	D1 D18
To know the legal framework of the different types of companies.	C6	D1

To know the most relevant aspects about the organization and management in the company.	B9	C6	D1 D18
To acquire skills on the processes that affect business management.	B9	C6	D2 D7 D18
Learning outcome ENAAE: KNOWLEDGE AND COMPREHENSION: LO1.3.- Be aware of the multidisciplinary context of engineering. [Adequate (2)].	B9		
Learning outcome ENAAE: ANALYSIS IN ENGINEERING: LO2.1.- The ability to analyze products, processes and complex systems in their field of study; to choose and apply in a relevant way analytical, calculation and experimental methods already established and to correctly interpret the results of such analysis. [Basic (1)].			D2
Learning outcome ENAAE: ANALYSIS IN ENGINEERING: LO2.2.- The ability to identify, formulate and solve engineering problems in their field; to choose and apply properly the analytical, computational and experimental methods already established; to recognize the importance of social, health and safety, environmental, economic and industrial constraints [Adequate (2)].			D1 D11
Learning outcome ENAAE: ENGINEERING PROJECTS: LO3.1.- Ability to project, design and develop complex products (parts, components, finished products, etc.), processes and systems of their specialty, that meet the established requirements, including being aware of social, health and safety, environmental, economic and industrial aspects; as well as selecting and applying appropriate project methods. [Basic (1)].			D2 D7 D11
Learning outcome ENAAE: PRACTICAL APPLICATION OF ENGINEERING: LO5.5.- Knowledge of the social, health and safety, environmental, economic and industrial implications of engineering practice [Basic (1)].			D11
Learning outcome ENAAE: PRACTICAL APPLICATION OF ENGINEERING: LO5.6.- General ideas about economic, organizational and management issues (such as project management, risk and change management) in the industrial and business context. [Adequate (2)].	B9	C6	
Learning outcome ENAAE: JUDGMENT MAKING: LO6.1.- Ability to collect and interpret data and handle complex concepts within their field, to make judgments involving reflection on ethical and social issues [Basic (1)].	B9		D11
Learning outcome ENAAE: JUDGMENT MAKING: LO6.2.- Ability to manage complex technical or professional activities or projects of their field, taking responsibility for the making decisions [Basic (1)].	B9		
Learning outcome ENAAE: COMMUNICATION AND TEAMWORK: LO7.1.- Ability to communicate effectively information, ideas, problems and solutions in the engineering field and with society in general [Adequate (2)].			D18

Contents

Topic	
Unit 1: THE COMPANY	1.1 Concept of company. 1.2 Function of the company 1.3 Aims of the company 1.4 Institutional and legal framework. 1.5 Types of company. 1.6 The company like system.
Unit 2: STRATEGIC DIRECTION	2.1 The importance of the business environment. 2.2 Types of business environments. 2.3 Analyses of the general business environment. PEST. 2.4 Evaluation of the specific business environment and attractiveness of a sector or market: Michael Porter's five competitive forces model. 2.5 Internal analyses. SWOT 2.6 Management levels and executive functions. 2.7 The strategic process and types of strategies.
Unit 3: THE FINANCIAL SYSTEM (PART I). ECONOMIC AND FINANCIAL STRUCTURE OF THE COMPANY	3.1 The importance of economic-financial management in the company. 3.2 Economic-financial structure of the company: assets, net worth and liabilities. 3.3 Financial situations: equilibrium. 3.4 Concept of annual accounts. 3.5 Economic and financial diagnosis through the analysis of balance sheets: reports for management. 3.6 Working capital or turnover funds.
Unit 4: THE FINANCIAL SYSTEM (PART II). THE RESULTS OF THE COMPANY	4.1 Economic-financial diagnosis by means of ratio analysis. 4.2 Liquidity. 4.3 Solvency. 4.4 Return on equity and return on assets.
Unit 5: THE FINANCIAL SYSTEM (PART III). INVESTMENT	5.1 Concept of investment. 5.2 Types of investments.

Unit 6: THE FINANCIAL SYSTEM (PART IV). FINANCE	6.1 Concept of financing. 6.2 Types of financing sources. 6.3 Methods or criteria for selection and valuation. 6.4 Minimum or average maturity date.
Unit 7: THE PRODUCTION SYSTEM (PART I). GENERAL ISSUES	7.1 Concepts associated with production. 7.2 Background. 7.3 Decisions associated with the production function. 7.4 Techniques to increase productivity. 7.5 Industrial safety techniques.
Unit 8: THE PRODUCTION SYSTEM (PART II). PRODUCTION COSTS	8.1 Concept of cost. 8.2 Classification of costs. 8.3 The cost of production. 8.4 The income statement. 8.5 The break-even point.
Unit 9: THE MARKETING SYSTEM	9.1 Introduction and basic concepts. 9.2 Objectives. 9.3 Consumer behavior. 9.4 Marketing plan. Marketing Mix tools. 9.5 Marketing in the Armed Forces.
Unit 10: THE MANAGEMENT SYSTEM (PART I). PROCUREMENT MANAGEMENT	10.1 Definition and characteristics of engineering projects. 10.2 Project management guidelines. 10.3 The procurement management process (contracting). 10.4 Technical and administrative specifications.
Unit 11: THE MANAGEMENT SYSTEM (PART II). PLANNING AND CONTROL	11.1 Nature and concept of planning. 11.2 The planning process in a company. 11.3 Principles of effective planning. 11.4 Nature and concept of control. 11.5 Types of control.
Unit 12: THE MANAGEMENT SYSTEM (PART III). HUMAN RESOURCES MANAGEMENT	12.1 Concepts. 12.2 Culture and leadership. 12.3 Organizational structure. 12.4 Search, selection and hiring. 12.5 Education and training. 12.6 Appraisal and compensation. 12.7 Talent management.
Unit 13: THE MANAGEMENT SYSTEM (PART IV). CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE SUSTAINABILITY	13.1 Introduction and basic concepts. 13.2 Major environmental impacts of business activities and projects. 13.3 Benefits of CSR for the organization. 13.4 Socially responsible investment. 13.5 CSR applied to Defense. The particular case of the Spanish Navy. 13.6 Examples of the application of CSR in companies.

Practice 1: The company and strategic management.

Aims and development: The student is expected to solve problems related to the general and specific business environment, as well as to establish strategic decisions, using tools such as Pestel analysis, Porter's five competitive forces model, SWOT analysis, the BCG matrix and the Ansoff matrix.

Practice 2: Analysis of financial statements.

Aims and development: It is intended that the student performs an economic-financial diagnosis of a company by analyzing its balance sheet, ratios and profitability.

Practice 3: Financing and investment.

Aims and development: The main objective of this practice is to familiarize the student with the financing and investment of the company by applying financing systems, as well as to determine the profitability of an investment project by means of NPV and IRR indicators.

Practice 4: Production organization.

Objectives and development: The main objective of this practice is that the student becomes familiar with the concepts of costs, productivity and stocks.

Practice 5: Planning and control.

Objectives and development: The main objective of this practice is that the student understands and carries out a planning of concrete objectives and knows the different forms of control. For this purpose, management planning tools such as Gantt charts and basic concepts of the program review and evaluation technique will be used.

Practice 6: Corporate social responsibility.

Objectives and development: It is intended that the student is conscious of the presence of corporate social responsibility in the environment of the Armed Forces and its different fields and actions. In addition, for the realization of this practice, the cooperative learning technique known as puzzle or jigsaw will be used, which promotes learning, student motivation, personal commitment and the need for cooperation with classmates as tools to achieve success as a team.

Practice 7: Presentation of the case study.

Objectives and development: Delivery of the report and oral presentation of the case study "Development of a business plan based on the Business Model Canvas" raised during the seminars of the course and carried out autonomously applying the tools seen during the course.

This work, which will be developed in groups, will reflect the need for a company to have a multidisciplinary set of technical experts in different fields in order to implement strategic decisions that allow it to adapt to the turbulent environment and, therefore, survive and/or increase its competitiveness. For this purpose, the members of the group must create a Startup developing, both in the report and in the presentation, each of the characteristic blocks of a business plan, from the definition of the product and the customer segment to be addressed, through the analysis and quantification of the target market, the definition of the different strategies to be used in each of the blocks proposed, such as pricing, as well as a thorough economic-financial analysis of present and future needs. Consequently, they will have to assume the existing functions in a company (according to the different topics developed in this subject): strategic management, financial management, production, commercialization (marketing), planning and control, human resources management, corporate social responsibility, and procurement management (purchasing and/or subcontracting). In this way, students will be able to appreciate the great diversity of different professional fields of work that can be accessed with this subject and, therefore, the multidisciplinary context of engineering.

All the members of the group will participate in the presentation and the professors will individually evaluate the work, participation and scope of knowledge of each student in the defense session by means of the corresponding sections of a rubric designed for this purpose. The presentation will be made in the presence of a professor of the CUD-ENM belonging to a teaching field other than business organization.

Planning			
	Class hours	Hours outside the classroom	Total hours
Lecturing	20	25	45
Case studies	8	10	18
Laboratory practical	14	14	28
Seminars	7	7	14
Seminars	14	18	32
Essay questions exam	13	0	13

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

Methodologies	
	Description
Lecturing	Classroom sessions (I): These sessions seek to present in detail the basic fundamentals of the content of the programmed topics to provide students with the necessary knowledge to advance in their learning.
Case studies	Classroom sessions (II): Likewise, in a complementary manner and to consolidate concepts, a diagnosis of real situations (case studies) from a business point of view is carried out in certain specific situations detected as appropriate. For this purpose, current news from specialized media are analyzed (in the form of articles and videos), seeking to generate a participative, reflective and debating atmosphere among students in the classroom, which provides the lecturer with information regarding the understanding of knowledge. Based on the above methodology, students appreciate the direct application of the contents of the subject and interest in the subject is encouraged.
Laboratory practical	At the beginning of the practical classes, small lecture sessions will be developed to introduce concepts and transfer the tasks to be developed by the students. This work will consist of problem solving (aimed at reinforcing the theoretical concepts addressed in the classroom sessions) with the direct and personalized support (classroom work) at all times by the lecturer, for the resolution of questions and to provide advice derived from their real business experience. It will be proposed, in most of the practices, the realization in group to stimulate the collaboration and the approach of the different topics being more enriching for the student, trying that the work is a joint action of the members and not individual. Practice 7 involves, as indicated below, the presentation of a work (case study) developed by groups during the course. All the members of each group must take part in the presentation and the lecturers will individually evaluate the work, participation and scope of knowledge of each student in the defense session by means of a rubric designed for this purpose.
Seminars	The seminar sessions of the course will address the approach of the case study "Development of a business plan based on the Business Model Canvas" through personalized and group tutorials. The work, which will be developed in groups, should include aspects related to the different functions that exist in a company and that have been covered in the course: strategic management, financial management, production, marketing, planning and control, human resources management, corporate social responsibility and procurement management (purchasing and/or subcontracting). Thus, each seminar will address the aspects related to the corresponding theory topic, relating them specifically with the practical case.
Seminars	Intensive course for those students who failed the subject in the first round, prior to the exam in the second round.

Personalized assistance	
Methodologies	Description
Seminars	Within the scope of the tutorial action, academic tutoring actions are distinguished, as well as personalized tutoring. In the first case, the students will have at their disposal hours of tutorials in which they can consult any question related to the contents, organization and planning of the subject, with the development of the topics, practical cases, etc. The tutorials can be individualized, but group tutorials will be encouraged for the resolution of problems related to the activities to be carried out in group, or simply to inform the lecturer of the evolution of the collaborative work. In the personalized tutorials, each student, individually, will be able to discuss with the lecturer any problem that is preventing him/her from following the course properly, in order to find some kind of solution between both of them. By combining both types of tutorial action, the aim is to compensate for the different learning rhythms through attention to diversity. The lecturers of the course will personally answer the questions and queries of the students, both face to face and non face to face, according to the schedule that will be published in the web page of the center, and through telematic means (e-mail, videoconference, forums of the Moovi platform) under the modality of previous appointment.

Assessment

Description	Qualification	Training and Learning Results
Laboratory practical	10	B9 C6 D1 D2 D7 D18
Seminars	20	B9 C6 D1 D2 D7 D11 D18
Essay questions exam	70	B9 C6 D1 D2

Other comments on the Evaluation

The final continuous evaluation test will take place during the week of evaluation and will be evaluated out of 10 points. It will be necessary to obtain a grade higher or equal to 4 points out of 10 in the final continuous evaluation test in order to be able to pass the continuous evaluation.

Two partial tests of continuous evaluation will be carried out. Each control will suppose a 15% in the grade of continuous evaluation and they will not eliminate contents in relation to the final test.

The student will have to take the ordinary exam of all the contents of the course, which will represent 100% of the grade, if the final grade of continuous evaluation is less than 5 points out of 10.

In any case, the student who has passed the continuous evaluation, will have the possibility of taking the regular exam to raise the grade.

Characteristics of the Final Test (FT)

The final continuous evaluation test, in which theoretical and practical knowledge will be evaluated, is aimed at the evaluation of the learning of all the contents selected for the course and will be prepared according to the following characteristics:

- It must be complete, which means, it will aspire to cover all the subject taught, either theoretically or practically (including the teaching part taught since the second partial), since it is about judging what the student knows about the subject, not about a part of it.
- It should consist of a series of questions that prioritize conceptual and logical reasoning, in order to verify the intellectual maturity acquired by students to draw conclusions from the notions or theories presented in class.

ACADEMIC INTEGRITY: Students are expected to show adequate ethical behaviour, committing to act honestly. Based on article 42.1 of the *Regulation on the evaluation, qualification and quality of teaching and the student learning process of the University of Vigo*, as well as point 6 of the fifth rule of *Order DEF/711/2022, of July 18th, which establishes the requirements for evaluation, progress, and ongoing enrolment in military educational training centres for incorporation into the ranks of the Armed Forces*, **any violation of academic integrity in the assessment process, as well as the cooperation in it will result in the assignment of a failing grade to the student (zero) for the entire course in the corresponding assessment opportunity**, regardless of the percentage of importance that the test in question had in

the overall continuous assessment and independently of other disciplinary actions that may be applied.

Sources of information

Basic Bibliography

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Complementary Bibliography

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LÓPEZ FERNÁNDEZ, R., **Logística de aprovisionamiento.**, 1ª ed, Ed. Paraninfo, 2014

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OCESA, A.; ALFARO, J., **La responsabilidad social, motor de cambio empresarial, una propuesta española para Europa y América Latina.**, 1ª ed, Ed. Mc Graw Hill Education, 2014

Recommendations

Other comments

This subject does not have any type of prerequisite, nor does it presuppose any previous knowledge of the subject. The knowledge and skills acquired by taking this course will make it easier to develop the third year course Fundamentals of Business Organization.

In order to successfully complete the course, it is recommended that students have:

- well-developed written and oral comprehension skills,
- ability to abstract and synthesize information,
- group work and group communication skills.