IDENTIFYING DATA

Business: Company Fundamentals

Subject	Business: Company Fundamentals
Code	V05G301V01104
Study programme	Grado en Ingeniería de Tecnologías de Telecomunicación

Descriptors	ECTS Credits		Choose	Year	Quadmester
	6		Basic education	1st	1st

Teaching language	#EnglishFriendly Spanish
Department	
Coordinator	González Vázquez, Beatriz
Lecturers	González Vázquez, Beatriz Urgal González, Begoña
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General description	The objective of this subject is to make known the organisation, management and institutional framework of the company. English Friendly subject: International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.

Training and Learning Results

Code	
B4	CG4: The ability to solve problems with initiative, to make creative decisions and to communicate and transmit knowledge and skills, understanding the ethical and professional responsibility of the Technical Telecommunication Engineer activity.
B8	CG8: To know and apply basic elements of economics and human resources management, project organization and planning, as well as the legislation, regulation and standarization in Telecommunications.
C5	CE5/FB5: The necessary knowledge of business concepts, of law and institutional frameworks. business organization and management .
D2	CT2 Understanding Engineering within a framework of sustainable development.

Expected results from this subject

Expected results from this subject	Training and Learning Results		
To establish guidelines on the metrics and indicators that will be used to allow the managers the evaluation and monitoring the company.	B4 B8	C5	D2
Control the start-up and to propose improvement solutions.	B8	C5	D2
Manage the requirements and the products to reduce the time of realisation of the tasks, and improve the coherence and the precision in the business management	B8		

Contents

Topic	
UNIT 1: INTRODUCTION TO BUSINESS ADMINISTRATION	1.1. The concept of firm. 1.2. Main objectives of a business firm. 1.3. Business ownership and types of companies. 1.4. The company as a system. 1.5. Business environment. 1.6. Information and communication technologies.
UNIT 2: ECONOMIC AND FINANCIAL STRUCTURE OF THE COMPANY	2.1. Economic anf Financial Structure of the company 2.2. Working capital analysis 2.3. Operating cycle and cash conversion cycle

Unit 3: THE RESULTS OF THE COMPANY AND THE BUSINESS STRATEGY	3.1. The results of the company 3.2. Profitability and competitive strategy 3.3. Solvency and liquidity
UNIT 4: THE INVESTMENT IN THE COMPANY	4.1. Concept of investment 4.2. Classes of investments 4.3. Criteria for the evaluation and selection of investments: static and dynamic
UNIT 5: FINANCIAL OF THE COMPANY	5.1. Concept of source of finance 5.2. Types of sources of finance
UNIT 6: OPERATION MANAGEMENT (PART I). GENERAL FEATURES	6.1. Functions of Operations Management. 6.2. Classification of productive processes. 6.3. The productivity: indicators of productivity. 6.4 Innovation concept and typology.
UNIT 7: OPERATION MANAGEMENT (PART II).	7.1. The costs of production. 7.2. Break-even point. 7.3. Make-or-Buy decisions. 7.4. Operational leverage. 7.5. Inventory control.
UNIT 8: MARKETING MANAGEMENT	8.1. The market. 8.2. The competition. 8.3. Marketing system. 8.4. Marketing-mix.
UNIT 9: MANAGEMENT AND ORGANIZATION	9.1. The management system. 9.2. Human Resources management.
PRACTICAL CLASSES	The practices of the subject will adjust to the contents taught in the Theory classes

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	30	41	71
Practices through ICT	24	36	60
Problem solving	4	9	13
Objective questions exam	4	0	4
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
Introductory activities	On the first day of class the teaching team will try to know the students' level of the basic concepts of this subject.
Lecturing	Presentation by the professor of the contents on the subject of study, theoretical bases and / or guidelines of a work, exercise or project to be developed by the student. With this methodology, the D2 Competition; Skill C5; Knowledge B8; and Training and Learning Results A1 and A3 are worked on.
Practices through ICT	It is a kind of classes in which the students will work individually or in pairs the practical contents of the subject. Knowledge application activities will be carried out in specific situations. In this methodology, the Skill C5 and knowledge B4 and B8, as well as Training and Learning Results A1, A2 and A3.
Problem solving	Activities in which they formulate problems and/or exercises related with the matter. The student/to has to develop the more appropriate or correct solutions. In this methodology they work on Skill C5 in a practical way; knowledge B4 and B8; as well as the results of Training and Learning A1 and A2.

Personalized assistance

Methodologies	Description
Lecturing	In the master sessions, the professor will attend, guide and solve the doubts of the students about the contents addressed in the theoretical classes. Students will have the right to personalized tutorials, in the schedule established for this purpose in the teleteaching platform. These tutorials are intended to solve doubts and guide students on the development of the contents addressed both in the theoretical classes as well as in the practical classes. Likewise, constant communication will also be maintained between professors and students through the educational platform.

Practices through ICT	In the practical sessions the professor will pose diverse activities to the students. The students will resolve said activities, and will be able to pose to the professor the questions or questions that consider on the contents of the exercises or problems posed.
Introductory activities	In the first theory session, the teaching team will try to know individually the level that the students have on the most basic issues of this subject.

Assessment

	Description	Qualification	Training and Learning Results
Objective questions exam	The content of the theory and practical classes will be evaluated. (40% the first test and 20% the practices)	60	B4 C5 D2 B8
Essay questions exam	Test of all the contents of the subject developed in theory and practical classes.	40	B4 C5 D2 B8

Other comments on the Evaluation

Following the guidelines established in the degree, two evaluation systems will be offered: continuous assessment and exam-only assessment at the end of the semester. In any of the two evaluation systems, and all the Training and Learning Results, Knowledge and Skills of the subject are evaluated.

1. Continuous assessment

The qualification by the continuous evaluation system will be determined from the following tests and activities:

- Two tests. They will be carried out during the teaching period in theory classes. Each of them will constitute 40% of the final grade for the subject. The first test does not have a liberating nature, that is, each of them will deal with the contents seen up to the moment of taking the test, both in theory and practical classes.

- Practices. The tasks assigned during the practices will account for 20% of the final grade for the subject.

The dates to take the tests will be planned by the Academic Committee of Degree and will be available at the beginning of the semester. These tests are not recoverable, that is, if a student does not perform them on the stipulated day, the professor does not have the duty to repeat them (unless there is a cause of force majeure). A student will be considered to have opted for continuous assessment when participating in the second test.

Students who opt for continuous evaluation and do not pass the subject will not be able to take the final global evaluation exam in the ordinary call.

2. Global assessment

For those students who do not opt for continuous assessment, they will be offered an evaluation procedure that allows them to obtain the highest grade. This procedure will consist in a final exam that includes the contents developed in the classes of theory and practical classes.

3. About the extraordinary call

For the extraordinary call, all students will be evaluated by the global evaluation system.

4. Qualification Of Absent

A student will be considered absent if, at most, took part in the first assessment test of continuous evaluation method. In any another case, the students will be considered as submitted to the assessment and they will receive their corresponding grade.

5. About the end-of-program call

It will consist of an exam that includes the theoretical and practical contents of the subject.

Sources of information

Basic Bibliography

Pérez Gorostegui, E., **Curso de introducción a la economía de la empresa**, EDITORIAL UNIVERSITARIA RAMON ARECES, 2009

Diez-Viel, I., Martin de Castro, G., Montoro Sanchez, M.A., **Introduction to Business Administration**, S.L. CIVITAS EDICIONES, 2012

Complementary Bibliography

Barroso Castro, C. (Coord.), **Economía de la empresa**, Pirámide, 2012

García Márquez, F., **Dirección y Gestión Empresarial**, McGraw-Hill, 2013

Moyano Fuentes, J.; Bruque Cámara, S.; Maqueira Marín, J.M.; Fidalgo Bautista, F.A.; Martínez Jurado, **Administración de empresas: un enfoque teórico-práctico**, Grupo Anaya, 2011

Iborra Juan, M.; Dasi Coscollar, A.; Dolz Dolz, C.; Ferrer Ortega, C.., **Fundamentos de dirección de empresas. Conceptos y habilidades directivas**, Paraninfo, 2014

Recommendations

Other comments

Students must attend a conference related to the topic of Human Resources that will be announced well in advance.