



## IDENTIFYING DATA

### Basics of business economics

Subject	Basics of business economics			
Code	P03G370V01104			
Study programme	(*)Grao en Enxeñaría Forestal			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	1st
Teaching language	Spanish Galician			
Department	Business Organisation and Marketing			
Coordinator	García-Pintos Escuder, Adela			
Lecturers	García-Pintos Escuder, Adela			
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Web				
General description	The main aim of this matter is that the students comprise, with a practical and participatory approach, the components and operation of the company. Also it pretends interrelate it with other matters and provide the knowledges, attitudes and necessary skills to develop with efficiency and efficiency, his future professional activity in the world of the companies, and the organisations in general, especially in the forest industry.			

## Competencies

Code	
C4	Adequate knowledge of the concept of company and the institutional and legal framework of the company. Organization and management of companies.
D2	Ability to communicate orally and written in Spanish or in English
D6	Organization and planning capacity

## Learning outcomes

Expected results from this subject	Training and Learning Results
*CE-04: suitable Knowledge of the concept of company and of the institutional and juridical frame of the company. Organisation and management of companies.	C4 D2 D6

## Contents

Topic	
1.- THE COMPANY LIKE A COMPLEX SYSTEM	1.1. The system company: components. 1.2. Aims and functions of each component
2.- THE SURROUNDINGS OF THE COMPANY.	2.1. The general surroundings 2.2. The specific surroundings
3.- DIAGNOSTIC And BUSINESS STRATEGY.	3.1 The direction of companies 3.2. The diagnostic of the company: global, functional and DAFO 3.3. The design of strategies
4.- THE HUMAN FACTOR IN THE COMPANY.	4.1.- Business culture 4.2.- The leadership 4.3.- The power in the organisations 4.4.- Direction and management of human resources
5.- ORGANISATIONAL STRUCTURE IN THE COMPANY	5.1.- Concept of organisational structure 5.2.- Parameters of design of the structure 5.3.- The organisation chart 5.4.- Typology of structural groupings 5.5.- New structural forms

6.- INTRODUCTION To THE FUNCTION OF MARKETING And COMMERCIALISATION	6.1.- The system of marketing: basic concepts and decisions of marketing. 6.2.- Investigation of markets 6.3.- Segmentation of markets and positioning of the product. 6.4.- Decisions of marketing
7.- ECONOMIC APPEARANCES-FINANCIAL OF THE COMPANY	7.1.- The investment concepts and types 7.2.- The finance: concepts and types 7.3.- The countable reflection of the economic facts: the balance and the account of losses and gains 7.4.- Economic indicators-financial: the tree of profitability and the deadlock
8.- INTRODUCTION To THE FUNCTION OF PRODUCTION And LOGISTICAL	8.1.- Basic concepts of the system of production and logistical. 8.2.- Objective of the function of production 8.3.- Types of productive systems 8.4.- Planning of the production

### Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	31	62	93
Classroom jobs	15	22.5	37.5
Objective questions exam	2	8	10
Other	1	7.5	8.5

\*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	Activities directed to take contact and gather information about the students, as well as to present the subject.
Lecturing	Exhibition of the contents as well as the theoretical bases.
Classroom jobs	The student will develop exercises or studies of cases in the classroom under the guidelines and supervision of the professor. Also it includes those activities that students will have to carry out previously of autonomous form and his resolution will be debated in the classroom.

### Personalized attention

Methodologies	Description
Lecturing	The schedule of student attention will be indicated at the beginning of the course
Classroom jobs	The schedule of student attention will be indicated at the beginning of the course
Tests	Description
Other	The schedule of student attention will be indicated at the beginning of the course

### Assessment

	Description	Qualification	Training and Learning Results
Objective questions exam	It is a proof to final of course oriented to the application of the concepts developed	80	C4
Other	Proofs for the evaluation that include activities, problems or practical exercises to resolve. The students have to answer to the activity posed, applying the theoretical and practical knowledges . For this will use the Tics. It will not admit any exercise delivered out of term neither envoy in another half that was not through the platform FAITIC.	20	C4 D2 D6

### Other comments on the Evaluation

This matter gives in FACE-TO-FACE diet by what the students have to assist to the theoretical and practical sessions in the schedule established by the centre. This supposes that the only system of evaluation is the contemplated in this guide. The system of evaluation of the matter supports in three elements:

a) Pass the practical part, with the realisation of the activities programmed. (2 points). b) Pass the theoretical part, by means of an examination written that it will realise in the distinguished date by the centre. (8 pointsc) The assistance and participation of studentsin the theoretical and practical classes.&\*I

It is indispensable requirement to add the practical part at least have taken out a 4 on 10 points in the theoretical

examination.

The form of evaluation in July and extraordinary is the same that in January. It does not exist possibility to improve the note of the practical part for the announcement of July, since it treats of activities programmed along the course. If the matter is not passed the student will have to study again adapting to the new educational guide.

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#### **Sources of information**

##### **Basic Bibliography**

GONZÁLEZ DOMÍNGUEZ, F. J. y GANAZA VARGAS, J. D., **Fundamentos de economía de la empresa**, Pirámide, 2017

GARCÍA-TENORIO RONDA, J.; GARCÍA MERINO, M. T.; PÉREZ RODRÍGUEZ, M. J.; SÁNCHEZ QUIRÓS, I. y SANTOS, **Organización y dirección de empresas**, Thomson, 2006

##### **Complementary Bibliography**

KOTLER, P.; KELLER, K.L., **Dirección de marketing**, Pearson, 2015

PIÑEIRO, P. et al, **Introducción a la economía de la empresa : una visión teórico-práctica.**, Delta, 2010

BUENO CAMPOS, E., **Curso básico de economía de la empresa: un enfoque de organización**, Pirámide, 2005

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#### **Recommendations**

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#### **Other comments**

It is not indispensable to have studied economy , since it will realise a more detailed introduction to the matter.

Later, in fourth course of the Degree recommends to study the following matters that deepen in some appearances:

Industrial organisation and processes in the industry of the wood

Innovation and development of products in the industry of the wood.

It is recommended that the students keep upadte the telematic platform of support to the teaching (FAITIC). They will have to request the high to the start of the course to access to the on-line contents, available in the web: <http://faitic.uvigo.es>