



## 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				
Coordinator	García-Pintos Escuder, Adela			
Lecturers	Figueroa Dorrego, Pedro García-Pintos Escuder, Adela			
E-mail	adelagpe@uvigo.es			
Web				
General description	<p>The aim of this subject is that the students know 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.</p> <p>International students may request from the teachers:</p> <ul style="list-style-type: none"> <li>a) materials and bibliographic references in English,</li> <li>b) tutoring sessions in English,</li> <li>c) exams and assessments in English.</li> </ul>			

## Skills

Code	
B12	Capacity for organization and planning of companies and other institutions, with knowledge of the legislative provisions that affect them and the fundamentals of marketing and marketing of forest products.
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
D5	Capacity for information management, analysis and synthesis
D6	Organization and planning capacity
D8	Ability to solve problems, critical reasoning and decision making
D10	Autonomous Learning

## Learning outcomes

Expected results from this subject	Training and Learning Results
------------------------------------	-------------------------------

2R. 2018 Knowledge and understanding of the disciplines of engineering of the his speciality, to the necessary level to purchase the rest of the competitions of the qualifications, including notions of the last advances.	B12	C4	D2
3R. 2018 Be conscious of the multidisciplinary context of the engineering.			D5
5R. 2018 Capacity to identify, formulate and resolve problems of engineering in the his speciality; choose and apply analytical methods, of calculation and experiments properly established; Recognize the importance of the social restrictions, of health and security, environmental, economic and industrial.			D6
6R. 2018 Capacity to project, design and develop complex products (pieces, component, products finished, etc.), processes and systems of the his speciality, that fulfil the requirements established, including the knowledge of the social aspects, of health and environmental security, economic and industrial; as well as select and apply methods of appropriate project.			D8
8R. 2018 Capacity to realize bibliographic researches, consult and use databases and other sources of information with discretion, to realize @simulación and analysis with the objective to realize investigations on technical subjects of the his speciality.			D10
11R. 2018 Understanding of the techniques and methods of analysis, project and applicable investigation and his limitations within the scope of the his speciality.			
12R. 2018 practical Competition to resolve complex problems, realize complex projects of engineering and realize specific investigations stop his speciality.			
13R. 2018 Knowledge of the application of materials, teams and tools, technological processes and of engineering and his limitations within the scope of the his speciality.			
15R. 2018 Knowledge of the social implications, of health and security, environmental, economic and @industrial of the practice in engineering.			
16R. 2018 general Ideas on economic questions, organisational and of management (how management of projects, management of risks and change) in the industrial and entrepreneurial context.			
17R. 2018 Capacity to collect and interpret data and handle complex concepts inside the his speciality, to issue judgements that involve a reflection on ethical and social questions			
18R. 2018 Capacity to manage activities or technical projects or complex professionals of the his speciality, assuming the responsibility of the takes of decisions.			
19R. 2018 Capacity to communicate of effective way information, ideas, problems and solutions in the field of the engineering and with the society in general.			
21R. 2018 Capacity to recognize the need of a continuous training and realize this activity of independent way during his professional life.			

## Contents

Topic	
1.- 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 2.3. Study of the forest-wood surrounding
3.- DIAGNOSTIC And BUSINESS STRATEGY.	3.1 Business strategy 3.2. Diagnostic: global, functional and SWOT 3.3. Strategic design
4.- THE HUMAN FACTOR IN THE COMPANY.	4.1. Business culture 4.2. Leadership 4.3. The power in the organisations 4.4. Human resource management
5.- ORGANISATIONAL STRUCTURE IN THE COMPANY	5.1. Organisational structure 5.2. Parameters of design of the structure 5.3. The organisation chart 5.4. Typology of structural groups 5.5. New structural forms
6.- INTRODUCTION TO MARKETING	6.1. Marketing: basic concepts and decisions of marketing. 6.2. Markets investigation. 6.3. Segmentation and product positioning 6.4. Marketing decisions
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 PRODUCTION AND LOGISTIC	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. Production plan

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	0	1
Lecturing	32	52	84
Case studies	10	20	30
Problem solving	5	10	15
Objective questions exam	2	8	10
Problem and/or exercise solving	0	10	10

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

<b>Methodologies</b>	
	Description
Introductory activities	Activities aimed at making contact and gathering information about the students, as well as presenting the subject.
Lecturing	Presentation, in person or through the remote campus, of the contents of the subject matter under study, as well as the theoretical bases.
Case studies	The student will develop exercises in the classroom (face-to-face, remote campus and / or through Moovi) under the guidance and supervision of the professors. It also includes those activities that the students must carry out independently
Problem solving	The student will carry out exercises in the classroom (remote campus and / or through Moovi) under the guidance and supervision of the professors. It also includes those activities that the students must carry out independently

### **Personalized assistance**

Methodologies	Description
Lecturing	Personalized attention will be made preferably by telematic means (email, campus remoto, forums of doubts in Moovi). If a student wants, as possible, it can be presencially. They will be indicated at the beginning of course the concrete forms of communication as well as the schedules.
Problem solving	Personalized attention will be made preferably by telematic means (email, campus remoto, forums of doubts in Moovi). If a student wants, as possible, it can be presencially. They will be indicated at the beginning of course the concrete forms of communication as well as the schedules.
Case studies	Personalized attention will be made preferably by telematic means (email, campus remoto, forums of doubts in Moovi). If a student wants, as possible, it can be presencially. They will be indicated at the beginning of course the concrete forms of communication as well as the schedules.

<b>Assessment</b>		Qualification	Training and Learning Results
	Description		
Case studies	The student will develop exercises or case studies in the classroom under the guidelines and supervision of the teacher. It also includes those activities that the student must previously carry out independently and its resolution will be debated in the classroom.	25	B12 C4 D2 D5 D6 D10
Objective questions exam	A final proof at the end of the course oriented to the application of the concepts developed in the subject	50	B12 C4 D2 D6 D8
Problem and/or exercise solving	In order to encourage the regular and continuous work of the students in the development of the subject, different activities (exercises, test-type tests) will be valued. They will be carried out and delivered through Moovi. Any delivery after the deadline or sent in any other means than through the Moovi platform will not be accepted.	25	B12 C4 D8 D10

### **Other comments on the Evaluation**

**The subject evaluation system is based on two elements:**

- Overcoming the practical part, with carrying out the programmed activities. (5 points).
- Successful completion of the theoretical part, through a proof that will be carried out on the date indicated by the center, in person or, where appropriate, through the remote campus and the teleteaching platform. (5 points)

**It is an essential requirement to add the practical part (case study and exercises solving )** at least have obtained a 4 out of 10 points in the theoretical exam.

## JUNE / EXTRAORDINARY CALL

1. The form of evaluation in June call is the same as in January.

a) There is no possibility of improving the mark of the practical part for the June call, since these are activities scheduled throughout the course.

b) If the subject is not passed in this call, the student must take it again adapting to the teaching guide that is in force in the academic year in question and, therefore, will not retain any of the grades obtained in this course .

### EXAM DATES AND PUBLICATION OF NOTES:

The dates of the exams, according to the official calendar approved by the center, are available at <http://forestales.uvigo.es/gl/>

The publication of provisional notes will be made in the Virtual Secretariat and/on the Teaching Platform Moovi, and if possible on the center bulletin board.

---

### Sources of information

#### Basic Bibliography

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

Navas López, José Emilio, **Fundamentals of strategic management**, Civitas, 2018

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

Rothaermel, Frank T., **Strategic management**, Mcgraw Hill Higher Education, 2019

Castillo Clavero, Ana María, **Dirección de empresas**, Pirámide, 2018

---

### Recommendations

#### 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>

---

### Contingency plan

#### Description

=== SCHEDULED EXCEPTIONAL MEASURES ===

Due to the uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University will trigger extraordinary measures when the authorities and the institution determine so. These measures attend security, health, and responsibility criteria and guarantee the teaching in a non entirely on-site environment. These already scheduled measures ensure, at the prescriptive moment, a more flexible and effective educational development when being known beforehand by students and readers through the teaching normalized and institutionalized tool DOCNET.

=== METHODOLOGY ADAPTATION ===

No modifications in the teaching methodology are expected, except the online provision of the theoretical contents.

Electronic mail and remote campus will provide students' online attention mechanisms (tutoring) during the scheduled time.

=== EVALUATION ADAPTATION ===

No modifications are scheduled in the evaluation methods, apart from the possibility that any of the evaluation tasks may be required to be off-site.

---