



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	#EnglishFriendly Spanish Galician			
Department				
Coordinator	García-Pintos Escuder, Adela			
Lecturers	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"> a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English. 			

Competencies

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
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

Planning			
	Class hours	Hours outside the classroom	Total hours
Introductory activities	2	0	2
Lecturing	31	62	93
Problem solving	15	30	45
Objective questions exam	2	8	10

*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.
Problem solving	The student will develop exercises or cases in the classroom under the guidelines and supervision of the professor Also it includes those activities that the students will have to carry out of autonomous form.

Personalized assistance	
Methodologies	Description
Lecturing	The schedule of student attention will be indicated at the beginning of the course
Problem solving	The schedule of student attention will be indicated at the beginning of the course

Assessment				
	Description	Qualification	Training and Learning Results	
Problem solving	With the aim of the regular and continuous working of the students in the development of the matter, the realisation of the programmed activities will be valued	20	C4	D6
Objective questions exam	It is a final proof oriented to the application of the concepts developed	80	C4	

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 points) c) The assistance and participation of student sin the theoretical and practical classes.

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.

EXAMINATION DATES And PUBLICATION:

The dates of the examinations, second the official calendar approved by centre, are the following:

First announcement: 23 of January of 2020, 10:00 hours.

Second announcement: 29 of June of 2020. 12:00 hours.

The publication of the provisional notes will be done in the official board of the centre and in the Virtual Secretary's office.

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>