



IDENTIFYING DATA

Business: Business management

Subject	Business: Business management			
Code	V03G020V01203			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish Galician English			
Department				
Coordinator	López Miguens, María Jesús			
Lecturers	Arevalo Tomé, Raquel Diz Comesaña, María Eva Fernández Arias, M ^a Jesús López Miguens, María Jesús Piñeiro García, María del Pilar			
E-mail	chusl@uvigo.es			
Web				
General description	The objective of the course is to show the company as a fundamental economic agent, explaining the basic aspects of its management and the problems related to its government. From there, the large functional areas are identified, deepening in specific aspects of their management and formulating the economic problems they pose for the company.			

Competencies

Code	
B1	Ability to analyse and synthesise
B2	Critical and self-critical thinking
B3	Skills related to the use of those computer applications used in business management
B13	Capacity for learning and independent work
B14	Capacity to apply the theoretical and practical knowledge acquired in a specialised academic context
C1	Acquire and understand knowledge regarding: the relationships between the different subsystems that make up the business system
C2	Acquire and understand knowledge regarding: Economic institutions as a result and the application of theoretical or formal representations of how the economy works
C3	Acquire and understand knowledge regarding: Internal aspects, functions and processes of organisations including their nature, structure, direction, operation and management
C4	Acquire and understand knowledge regarding: The economic framework regulating business activities and the corresponding legislation
C5	Acquire and understand knowledge regarding: The relationship between the business and its surroundings, evaluating its impact on business strategy, behaviour, management and sustainability
C6	Acquire and understand knowledge regarding: The different processes, procedures and practices related to business management
C7	Acquire and understand knowledge regarding: The main instrumental techniques applied to the business context
C8	Apply the knowledge acquired to future professional situations and develop competences related to posing and defending arguments
C9	Identify the generalities of the economic problems posed in companies, and know how to apply the main instruments available in order to address these problems
C10	Assess the situation and foreseeable evolution of a company based on the relevant information records
C12	Solve problems effectively and make decisions using the appropriate quantitative and qualitative methods, including the identification, expression and solution of business problems
C16	Skills in looking for, identifying and interpreting sources of relevant economic information

Learning outcomes			
Expected results from this subject	Training and Learning Results		
Apply the procedures of analysis and knowledges purchased to the resolution of problems/concrete questions, so much to strategic level how operative, in the field of the distinct functional areas of the company.	A3	B1 B2 B2 B3 B13 B14	C1 C2 C3 C4 C4 C5 C6 C7 C9 C10 C12 C16
Have capacity to look for, identify, filter and analyse notable data that can affect to the distinct functions of the company to interpret his importance in terms of defence or critical of distinct postures or measures of alternative performance after a correct assessment of advantages and inconvenient.	A1	B1 B2 B5 B13	C1 C3 C5 C6 C8 C9 C10 C11 C13

Contents

Topic

The company in the economic system

Financial management

Operations management

Marketing management

Human resources management

Innovation management

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	30	30	60
Problem solving	18	68	86
Objective questions exam	2	0	2
Essay questions exam	2	0	2

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

Methodologies

	Description
Lecturing	Explanation by the professor of the contents on the subject matter of study, theoretical bases and / or work guidelines, exercises or projects that the student must develop.
Problem solving	Solving and submitting of exercises / questions / work by the student, individually or in a group, under the proposal, guidance and supervision of the professor.

Personalized assistance

Methodologies Description

Problem solving	Supervision and resolution of doubts that could arise to the student during the process of acquisition of the competences of the subject.
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Assessment

Description	Qualification	Training and Learning Results
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Objective questions exam	Intermediate test/s. Test (s) to evaluate the acquisition and understanding of concepts that will be developed throughout the course.	40		C1 C2 C3 C4 C5 C6 C7 C9
Essay questions exam	Final exam. Written test to evaluate the knowledge acquired by the student on the subject as well as in the application of them in the resolution and interpretation of business problems and situations.	60	B1 B2 B13	C1 C3 C5 C6 C7 C9 C12

Other comments on the Evaluation

The evaluation system, both in the ORDINARY and **NON-ORDINARY exams**, consists of two alternatives:

1.- A CONTINUOUS EVALUATION: it consists of the score obtained in the intermediate test (s) (40%) adding the obtained in the final exam (60%)

To pass the subject according to this system it is necessary to fulfill two conditions:

- (1) pass the final exam and
- (2) Obtain a minimum of 5 points out of 10 in the subject.

In the case of passing the exam, the final grade of the subject will be the result of adding to the grade of the final exam, the score obtained in the test(s) intermediate(s). In the case of not passing the exam, the final grade of the subject will be the note of the intermediate test (s).

2. WITHOUT CONTINUOUS EVALUATION: final exam (100%). THIS EXAM WILL BE DIFFERENT TO THE EXAM FOR THE OPTION OF CONTINUOUS ASSESSMENT.

IMPORTANT:

- The choice of students from one of the alternatives will be made explicit on the day of the final exam.
- In the case of participating in any intermediate exam and not taking the final exam, the final grade of the subject will be the grade. of the intermediate test / s.

In the evaluation system of the **FIN DE CARRERA exam**, the final exam will be 100% of the grade.

The dates of the exams should be consulted on the website of the Faculty: <http://fccee.uvigo.es>

Sources of information

Basic Bibliography

Armstrong, G.; Kotler, P.; Merino, M.J.; Pintado, T. y Juan, J.M., **Introducción al marketing**, Pearson,
 García del Junco, J. et al., **Fundamentos de gestión empresarial**, Pirámide,
 Maynar, P. et al., **La economía de la empresa en el espacio de educación superior**, McGraw-Hill,
 Piñeiro, P.; Arévalo, R.; García-Pintos, A.; Caballero, G., **Introducción a la economía de la empresa. Una visión teórico-práctica**, Delta Publicaciones,

Complementary Bibliography

Crespo Franco, T. y Piñeiro, P., **Producción : planificación, programación e control**, Vigo : Universidade, Servizo de Publicacións,
 Díez de Castro, E. y otros., **Introducción a la economía de la empresa I y II**, Pirámide,
 García del Junco, J. et al., **Prácticas de la gestión empresarial**, McGraw-Hill,
 Guitart Tarrés, L. y Núñez Carballosa, A., **Problemas de economía de la empresa**, Publicacions i Edicions de la Universitat de Barcelona,
 Iborra, M. et al., **Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas.**, Thomson,
 Luque de la Torre, M.A. et al., **Curso práctico de economía de la empresa. Un enfoque de organización**, Pirámide,
 Moyano Fuentes, J. et al., **Prácticas de organización de empresas**, Prentice Hall,

Recommendations

Subjects that continue the syllabus

Investment decisions/V03G020V01402

Business management 1/V03G020V01403

Operations management/V03G020V01302

Human Resources management/V03G020V01303

Subjects that are recommended to be taken simultaneously

Business: Mathematics of financial transactions/V03G020V01202

Subjects that it is recommended to have taken before

Business: Basics of management/V03G020V01102

Other comments

This syllabus anticipates the lines of action in the subject and is conceived in a flexible way. Therefore, readjustments may be required throughout the academic year, motivated by the dynamics of the class, by the type of real students or by the importance of the situations that may arise. On the other hand, students will be provided with the information and specific guidelines that are necessary at each moment of the training process.

In the PCEO Degree in Business Administration and Management-Degree in Law, this subject is taught in the 2nd semester of the 1st year and the responsible teaching staff consists of: Raquel Arévalo Tomé and María Jesús López Miguens.
