



## 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 <sup>a</sup> 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
Autonomous problem solving	0	20	20
Problem solving	18	48	66
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.
Autonomous problem solving	Activity in which problems and / or exercises related to the course are formulated. The student must solve them autonomously.
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 may arise to the student during the process of acquisition of the competences of the course. It is important that the students are actively involved and ask for explanations when they are considered necessary for the student.
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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.	50		C1 C2 C3 C4 C5 C6 C7 C9
Essay questions exam	Final exam. Proof to evaluate the knowledges purchased pole students envelope to subject and the application of the same in the resolution and interpretation of problems and situations of the entrepreneurial field.	50	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) (50%) adding the obtained in the final exam (50%)
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,  
 Piñero, P.; Arévalo, R.; García-Pintos, A.; Caballero, G., **Introducción a la economía de la empresa. Una visión teórico-práctica**, Delta Publicaciones,  
 González, E.; Rodríguez, R.; & López-Miguens, M. J., **Estrategias de marketing sectorial**, ESIC,  
 Amstrong, G.; & Kotler P., **Principios de marketing**, Pearson Educación,

#### Complementary Bibliography

Crespo Franco, T. y Piñero, 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  
 Marketing Management I/V03G020V01403  
 Operations management/V03G020V01302  
 Human Resources management/V03G020V01303

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**Subjects that are recommended to be taken simultaneously**

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Business: Mathematics of financial transactions/V03G020V01202

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**Subjects that it is recommended to have taken before**

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Business: Basics of management/V03G020V01102

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**Other comments**

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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.

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**Contingency plan**

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**Description**

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Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University establishes extraordinary planning that will be activated when the administrations and the institution itself determine it in accordance with criteria of safety, health and responsibility, and guaranteeing teaching on a stage not face to face or not totally face to face. These already planned measures guarantee, when required, the development of teaching in a more agile and effective way so that students and teachers know them in advance through the standardized and institutionalized tool of the teaching guides DOCNET.

The proposed teaching and assessment methodologies are considered appropriate in the case of a possible exceptional situation derived from the evolution of COVID-19, which is transferred to the Remote Campus and / or the Fatic Platform.

Academic tutoring sessions will be online via email, Fatic forums and / or video conferencing in the virtual office of the Campus Remoto. In the latter option, the student must request an appointment in advance.

In the case of online teaching activities, it is recommended to consult the following information:

<https://www.uvigo.gal/proteccion-datos>

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