



IDENTIFYING DATA

Business: Business management

Subject	Business: Business management			
Code	V03G020V01203			
Study programme	Grado en Administración y 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	Arévalo Tomé, Raquel Crespo Franco, Tony Fernández Arias, María Jesús López Miguens, María Jesús			
E-mail	chusl@uvigo.es			
Web				
General description	The purpose of the course is to introduce 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.			

Training and Learning Results

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
B4	Ability to transmit ideas, information, problems and solutions to the both specialised and lay public
B5	Oral and written communication skills.
B7	The ability to read and communicate in English as a foreign language
B8	Capable of fluent communication within the student's context including interpersonal skills such as active listening, negotiation, persuasion and presentation
B9	Ability to work effectively within a team
B12	The student should have developed those learning skills necessary for undertaking further studies with a high degree of autonomy
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
C15	Have the ability to gather and interpret relevant data in order to make judgements that include a reflection on relevant social, scientific or ethical issues
C16	Skills in looking for, identifying and interpreting sources of relevant economic information
D1	Effective personal management in terms of time, planning and behaviour, motivation and initiative both as an individual and as a member of the business community
D2	Capacity for leadership, including empathy with others
D3	Responsibility and the capacity to take on commitments
D4	Ethical commitment in work
D5	Motivation for quality and continuous improvement

Expected results from this subject

Expected results from this subject	Training and Learning Results		
To understand the business structure and process, as well as the different functions	B12	C1 C2 C3 C4 C5 C6 C7 C8 C9	
To have a global vision of the organization in the economic field and the type of specific decisions related with the basic aspects of business management		C1 C2 C3 C4 C5 C6 C7 C9	
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.	B2 B3 B4 B13 B14	C3 C6 C7 C9 C10 C12	D1
To show a proactive attitude and have the ability to express themselves correctly to convey ideas and/or communicate in an educated, understandable and reasoned way their interpretation, or opinion, on certain issues related to different aspects of business management.	B1 B2 B5 B7 B8 B9		D1 D2 D3 D4 D5
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.	B1 B2 B14	C1 C3 C4 C5 C9 C10 C12 C15 C16	D1

Contents

Topic
The company in the economic system
Financial management
Marketing management
Operations management
Human resources management

Planning			
	Class hours	Hours outside the classroom	Total hours
Lecturing	30	30	60
Autonomous problem solving	0	20	20
Problem solving	13.5	36	49.5
Case studies	4.5	12	16.5
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	Master lesson. Exposure by the teaching staff of the contents on the subject under study, theoretical bases and/or guidelines for the work, exercises or projects that the student must develop.
Autonomous problem solving	Activity in which problems, exercises, practical cases and/or viewing of videos, among others, related to the subject are formulated. Students must do them independently.
Problem solving	Resolution of problems. Resolution, individual or in group, of problems, exercises or similar raised, guided and supervised by the teacher. It will be possible to evaluate the understanding of the subject by the students through the deliveries made and resolved in the practices, the active participation in them and/or the completion of a questionnaire.
Case studies	Study cases. Resolution, individually or in groups, of practical cases, projects or similar proposed, guided and supervised by the teaching staff. It will be possible to evaluate the understanding of the subject by the students through the deliveries made and resolved in the practices, the active participation in them and/or the completion of a questionnaire.

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.
Case studies	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.

Assessment				
	Description	Qualification	Training and Learning Results	
Objective questions exam	Intermediate test/s. Test/s to assess the acquisition and understanding of concepts that will be developed throughout the course (40%).	40	B1 B2 B13	C1 C2 C3 C4 C5 C6 C7 C9 C12
Essay questions exam	Partial tests. Carrying out 2 tests to evaluate the knowledge acquired by the students on the subject and their application in the resolution and interpretation of problems and situations in the business field (each test: 30%).	60		

Other comments on the Evaluation

1. CONTINUOUS Assessment (CA): the final grade will be the sum of the grades obtained in the intermediate assessment test(s) carried out throughout the semester (with a weighting of 40% of the total), and the grade obtained in the 2 partial exams carried out, one throughout the semester and the last one on the date of the final exam (with a weighting of 30% each).

2. **NON-CONTINUOUS Assessment** (NCA): final exam (100% of the grade).

IMPORTANT:

Students can choose to be evaluated through the Continuous Assessment system (CA) or, alternatively, opt for a Non-continuous assessment test (NCA).

The default assessment is CA.

Students may opt for the NCA according to the procedure and the term established by the teaching staff. The choice of NCA implies the waiver of the right to continue evaluating through the remaining CA activities and the qualification obtained up to that moment in any of the tests already carried out.

- CA in first and second call:

a. Assessment: In the intermediate test(s) and partial exams, the content to be evaluated will be announced through the Moovi platform.

b. It is not necessary to obtain a minimum grade in each part.

c. The minimum grade to pass the course is 5 points out of 10.

d. Practical classes are not compulsory.

- NCA in first, second call and END OF CAREER call:

a. Students will be evaluated through an exam that scores 100% of the final grade. The minimum grade to pass the course is 5 points out of 10.

b. This exam MAY BE DIFFERENT and with a higher level of difficulty than the one carried out under the Continuous Assessment

Clarifications:

- Students who do not participate in the CA or NCA will appear on the student's transcript as [absent].

- Students are recommended to take into account Title VII (Making use of illicit means), of the Evaluation Regulations, to the qualification and quality of teaching and the learning process of students

(<https://secretaria.uvigo.gal/uv/web/normativa/public/normativa/documento/downloadbyhash/4904ced4d24eb81fe5715ddde2c48c59c0a7c4d624cd0e7491df7a753985ccfa>)

- The dates and times of the NCA tests (first and second call) are those specified in the Assessment test calendar approved by the Xunta de Facultade for the 2023/24 academic year. In case of conflict or disparity between the exam dates will prevail those published on the faculty website, <http://fccee.uvigo.es/organizacion-docente.html>.

- The schedule and procedure of the tutorials will be specified in the Moovi platform of the subject.

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,

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 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,

Recommendations

Subjects that continue the syllabus

Investment decisions/V03G020V01402

Marketing Management I/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

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.
