



## IDENTIFYING DATA

### Business: Company Fundamentals

Subject	Business: Company Fundamentals			
Code	V05G301V01104			
Study programme	Grado en Ingeniería de Tecnologías de Telecomunicación			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	González Vázquez, Beatriz			
Lecturers	González Vázquez, Beatriz Urgal González, Begoña			
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General description	The objective of this subject is to make known the organisation, management and institutional framework of the company. English Friendly subject: International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

## Training and Learning Results

Code	
B4	CG4: The ability to solve problems with initiative, to make creative decisions and to communicate and transmit knowledge and skills, understanding the ethical and professional responsibility of the Technical Telecommunication Engineer activity.
B8	CG8: To know and apply basic elements of economics and human resources management, project organization and planning, as well as the legislation, regulation and standarization in Telecommunications.
C5	CE5/FB5: The necessary knowledge of business concepts, of law and institutional frameworks. business organization and management .
D2	CT2 Understanding Engineering within a framework of sustainable development.

## Expected results from this subject

Expected results from this subject	Training and Learning Results		
To establish guidelines on the metrics and indicators that will be used to allow the managers the evaluation and monitoring the company.	B4 B8	C5	D2
Control the start-up and to propose improvement solutions.	B8	C5	D2
Manage the requirements and the products to reduce the time of realisation of the tasks, and improve the coherence and the precision in the business management	B8		

## Contents

Topic	
UNIT 1: INTRODUCTION TO BUSINESS ADMINISTRATION	1.1. The concept of firm. 1.2. Main objectives of a business firm. 1.3. Business ownership and types of companies. 1.4. The company as a system. 1.5. Business environment. 1.6. Information and communication technologies.
UNIT 2: ECONOMIC AND FINANCIAL STRUCTURE OF THE COMPANY	2.1. Assets, Liabilities and Net Equity 2.2. Working capital analysis 2.3. Operating cycle and cash conversion cycle

Unit 3: THE RESULTS OF THE COMPANY	3.1. The results of the company 3.2. Profitability 3.3. Solvency and liquidity
UNIT 4: THE INVESTMENT IN THE COMPANY	4.1. Concept of investment 4.2. Classes of investments 4.3. Criteria for the evaluation and selection of investments: static and dynamic
UNIT 5: FINANCIAL OF THE COMPANY	5.1. Concept of source of finance 5.2. Types of sources of finance 5.3. External finance in the short term 5.4. External finance on a long-term basis 5.5. Internal finance
UNIT 6: OPERATION MANAGEMENT (PART I). GENERAL FEATURES	6.1. Research, development and technological innovation. 6.2. Functions of Operations Management. 6.3. Classification of productive processes. 6.4. The economic programming of the production. 6.5. The productivity: indicators of productivity.
UNIT 7: OPERATION MANAGEMENT (PART II).	7.1. The costs of production. 7.2. Break-even point. 7.3. Make-or-Buy decisions. 7.4. Operational leverage. 7.5. Inventory control.
UNIT 8: MARKETING MANAGEMENT	8.1. The market. 8.2. The competition. 8.3. Marketing system. 8.4. Marketing-mix.
UNIT 9: MANAGEMENT AND ORGANIZATION	9.1. The management system. 9.2. Human Resources management.
PRACTICAL CLASSES	Practical classes 1: Typology and nature of the firm Practical classes 2: ICT Practical classes 3: Analysis of the economic and financial structure of the company I Practical classes 4: Analysis of the economic and financial structure of the company II Practical classes 5: Analysis of the results of the company Practical classes 6: Income Statement and Balance Sheet Practical classes 7: Investment Decisions I Practical classes 8: Investment and Financing Decisions. Practical classes 9: Productivity Practical classes 10: Production costs Practical classes 11: Production Practical classes 12: Marketing Management

### Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	31	41	72
Practices through ICT	24	36	60
Problem solving	4	9	13
Objective questions exam	4	0	4
Essay questions exam	1	0	1

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

### Methodologies

	Description
Lecturing	Presentation by the professor of the contents on the subject of study, theoretical bases and / or guidelines of a work, exercise or project to be developed by the student. With this methodology, the competencies CG8, CE5, CT2 are worked on.
Practices through ICT	It is a kind of classes in which the students will work individually or in pairs the practical contents of the subject. Knowledge application activities will be carried out in specific situations. In this methodology, the activities are focused on developing the CG4 and CE5 competences in a practical way.
Problem solving	Activities in which they formulate problems and/or exercises related with the matter. The student/to has to develop the more appropriate or correct solutions.

### Personalized assistance

Methodologies	Description
Lecturing	In the master sessions, the professor will attend, guide and solve the doubts of the students about the contents addressed in the theoretical classes. Students will have the right to personalized tutorials, in the schedule established for this purpose in the teleteaching platform. These tutorials are intended to solve doubts and guide students on the development of the contents addressed both in the theoretical classes as well as in the practical classes. Likewise, constant communication will also be maintained between professors and students through the educational platform.
Practices through ICT	In the practical sessions the professor will pose diverse activities to the students. The students will resolve said activities, and will be able to pose to the professor the questions or questions that consider on the contents of the exercises or problems posed.

Assessment						
	Description	Qualification	Training and Learning Results			
Objective questions exam	Two Tests that will be carried out throughout the course, both in theory classes and practices (20% first test and 40% second test).	60	B4 B8	C5	D2	
Essay questions exam	Third test that contain totally the contents of the subject developed in theory and practical classes.	40	B4 B8	C5	D2	

### Other comments on the Evaluation

Following the guidelines established in the degree, two evaluation systems will be offered: continuous assessment (with two options) and exam-only assessment at the end of the semester. In any of the two evaluation systems, all the competences of the subject are evaluated.

#### 1. Continuous assessment

The continuous assessment will consist of three tests developed throughout the semester: Two intermediate tests developed in the class period and the third on the official date of the ordinary call. The intermediate tests do not release matter, but each of them will deal with the contents seen until the moment of the test, both in theory and practice classes. For the calculation of the final grade the first test weighs 20%, the second and third test each weigh 40%.

The dates to take the tests will be planned by the Academic Committee of Degree and will be available at the beginning of the semester. These tests are not recoverable, that is, if a student does not perform them on the stipulated day, the professor does not have the duty to repeat them (unless there is a cause of force majeure). A student will be considered to have opted for continuous assessment when participating in the second test.

#### 2. Global assessment

For those students who do not opt for continuous assessment, they will be offered an evaluation procedure that allows them to obtain the highest grade. This procedure will consist in a final exam that includes the contents developed in the classes of theory and practical classes.

#### 3. About the extraordinary call

For the extraordinary call the students must choose, and communicate in writing (one week before the exam), that they wish to be evaluated again, in its entirety, up to the maximum possible grade (global assessment) or follow the continuous evaluation procedure (maintaining 40% of the final grade obtained in the ordinary call and 60% in the extraordinary call). By default, the students save the results of the tests carried out in this course.

#### 4. Qualification Of Absent

A student will be considered absent if, at most, took part in the first assessment test of continuous evaluation method. In any another case, the students will be considered as submitted to the assessment and they will receive their corresponding grade.

#### 5. About the end-of-program call

It will consist of an exam that includes the theoretical and practical contents of the subject.

### Sources of information

#### Basic Bibliography

Pérez Gorostegui, E., **Curso de introducción a la economía de la empresa**, EDITORIAL UNIVERSITARIA RAMON ARECES, 2009

Diez-Viel, I., Martín de Castro, G., Montoro Sánchez, M.A., **Introduction to Business Administration**, S.L. CIVITAS EDICIONES, 2012

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### **Complementary Bibliography**

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Barroso Castro, C. (Coord.), **Economía de la empresa**, Pirámide, 2012

García Márquez, F., **Dirección y Gestión Empresarial**, McGraw-Hill, 2013

Moyano Fuentes, J.; Bruque Cámara, S.; Maqueira Marín, J.M.; Fidalgo Bautista, F.A.; Martínez Jurado, **Administración de empresas: un enfoque teórico-práctico**, Grupo Anaya, 2011

Iborra Juan, M.; Dasi Coscollar, A.; Dolz Dolz, C.; Ferrer Ortega, C., **Fundamentos de dirección de empresas. Conceptos y habilidades directivas**, Paraninfo, 2014

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### **Recommendations**

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