



## IDENTIFYING DATA

### Business: Company Fundamentals

Subject	Business: Company Fundamentals			
Code	V05G306V01104			
Study programme	Degree in Telecommunications Technologies Engineering			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	#EnglishFriendly English			
Department				
Coordinator	Fernández Arias, M <sup>a</sup> Jesús González Vázquez, Beatriz			
Lecturers	Fernández Arias, M <sup>a</sup> Jesús González Vázquez, Beatriz			
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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.			

## Competencies

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.

## Learning outcomes

Expected results from this subject	Training and Learning Results		
To propose improvement solutions and to control the start-up.			D2
To establish guidelines on the metrics and indicators that will be used to allow the managers of the company the evaluation and monitoring of computer systems	B4 B8	C5	D2
To manage the requirements and products of the team to reduce the time of completion of projects, improve consistency and accuracy in the business environment.	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: FINANCIAL MANAGEMENT	2.1. Finance functions. 2.2. Investment decisions. 2.3. Sources of finance for a business.
UNIT 3: OPERATION MANAGEMENT (PART I). GENERAL FEATURES	3.1. Research, development and technological innovation. 3.2. Functions of Operations Management. 3.3. Classification of productive processes. 3.4. The economic programming of the production. 3.5. The productivity: indicators of productivity.
UNIT 4: OPERATION MANAGEMENT (PART II).	4.1. The costs of production. 4.2. Break-even point. 4.3. Make-or-Buy decisions. 4.4. Operational leverage. 4.5. Inventory control.
UNIT 5: MARKETING MANAGEMENT	5.1 The market. 5.2 The competition. 5.3 Marketing system. 5.4 Marketing-mix.
UNIT 6: MANAGEMENT AND ORGANIZATION	6.1. The management system. 6.2. Human Resources management.
	Practical classes 1: Typology and nature of the firm Practical classes 2: ICT's environment 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 economic and financial structure of the company III Practical classes 6: Analysis of the results of the company Practical classes 7: Investment Decisions I Practical classes 8: Investment Decisions II. Practical classes 9: Financing I Practical classes 10: Financing II Practical classes 11: Productivity Practical classes 12: Production costs Practical classes 13: Production Practical classes 14: Business plan

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	28	56	84
Computer practices	24	36	60
Case studies	2	2	4
Objective questions exam	1	0	1
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.
Computer practices	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.
Case studies	Methodology of qualitative analysis in which the student studies a specific case, deepening, exploring, and qualifying various contents of the subject. With this methodology, the competences CG8, CE5, CT2 are worked on.

## Personalized assistance

Methodologies	Description
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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 opportunity to attend the personalized tutorials in the professor's office at the time established by professors for this purpose at the beginning of the course and which will be published on the web page of the subject. 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 "Tema" platform at Fatic.
Case studies	In the case study the teacher will attend and guide in the doubts that may arise to students about the case raised.
Computer practices	In the practical sessions the professor will attend and orient about the doubts that could arise to the students on the contents of the exercises or problems raised.

Assessment					
	Description	Qualification	Training and Learning Results		
Objective questions exam	Tests that will be carried out throughout the course, both in theory classes and practices, distributed in a uniform and scheduled way so that they do not interfere in the rest of the subjects	40	B4 B8	C5	D2
Essay questions exam	Final test that may contain partially or totally the contents of the subject developed in theory and practical classes.	60	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 one unique evaluation exam 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 two intermediate tests developed throughout the course, and which will be completed with an exam at the end of the semester. The dates to take the two intermediate tests will be planned by the Academic Committee of Degree and will be available at the beginning of the semester. These tests do not release material, but each one of them will deal with the contents studied up to the time of the test, both in theory classes and practices, which is why the last test will be given a greater weight in the calculation of the qualification with respect to the previous one, so that the first test weighs 40%, and the second test 60%.

If the students have passed the last test, and obtained a weighted average with a grade of 5, they will be exempt from taking the exam at the end of the semester. The grade obtained by the student in this case will be the weighted average grade of the two tests.

Students who do not pass the subject through the two intermediate tests, will have to complete the continuous assessment by taking an exam at the end of the semester that will consist of a test that will represent 60% of the grade that will be added to the grade obtained in the continuous evaluation (40% of the weighted average of the intermediate tests).

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. Students who do NO opt by Continuous evaluation

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 second opportunity

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 or follow the continuous evaluation procedure stipulated in the subject, maintaining the grade obtained in the previous assignments .

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 extraordinary opportunity at the end of the academic year**

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

### **Important notice**

In the case of detection of copy in any of the tests, the final qualification will be Fail (0), and the fact will be communicated to the Governing Board of the Faculty.

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### **Sources of information**

#### **Basic Bibliography**

Pérez Gorostegui, E., **Curso de introducción a la economía de la empresa**, 2009

Madura, Jeff, **Introduction to Business**, 2010

Diez-Viel, I., Martín de Castro, G., Montoro Sanchez, M.A., **Introduction to Business Administration**, 2012

#### **Complementary Bibliography**

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

Fernández Sánchez, E. y otros, **Iniciación a los negocios para ingenieros. Aspectos funcionales**, 2008

García Márquez, F., **Dirección y Gestión Empresarial**, 2013

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

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

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### **Recommendations**