



## IDENTIFYING DATA

### Business: Introduction to business management

|                     |  |                 |      |            |
|---------------------|--|-----------------|------|------------|
| Subject             | Business:<br>Introduction to<br>business<br>management   |                 |      |            |
| Code                | V12G380V01201  |                 |      |            |
| Study programme     | Grado en<br>Ingeniería<br>Mecánica   |                 |      |            |
| Descriptors         | ECTS Credits   | Choose          | Year | Quadmester |
|                     | 6  | Basic education | 1st  | 2nd        |
| Teaching language   | #EnglishFriendly<br>Spanish<br>Galician<br>English   |                 |      |            |
| Department          |  |                 |      |            |
| Coordinator         | Álvarez Llorente, Gema   |                 |      |            |
| Lecturers           | Álvarez Llorente, Gema<br>Fernández Arias, María Jesús<br>González-Portela Garrido, Alicia Trinidad<br>Pérez Pereira, Santos<br>Reyes Santias, Francisco<br>Sinde Cantorna, Ana Isabel<br>Turienzo Riveiro, Javier<br>Urgal González, Begoña   |                 |      |            |
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| General description | This subject's main objective is to offer students a preliminary or introductory vision, of a theoretical-practical nature, regarding the nature and functioning of business organizations and their relationship with the environment in which they operate. For this, among other things, we will define the term company from a multidimensional point of view that covers the complexity of its operation as an open system. Subsequently, we will analyze the relations of the company with its environment, and we will enter the study of its main functional areas that contribute to the correct development of its activity. |                 |      |            |

## Training and Learning Results

|      |   |
|------|---|
| Code |   |
| B9   | CG9 Ability to organize and plan within the sphere of a company, and other institutions and organizations.                                      |
| C6   | CE6 Adequate knowledge of the concept of enterprise and institutional and legal framework of enterprises. Organization and Business Management. |
| D1   | CT1 Analysis and synthesis  |
| D2   | CT2 Problems resolution.  |
| D7   | CT7 Ability to organize and plan.   |
| D18  | CT18 Working in an international context.   |

## Expected results from this subject

| Expected results from this subject  | Training and Learning Results |                 |
|---|-------------------------------|-----------------|
| Know the role of the company in the field of economic activity.                   | C6                            | D18             |
| Understand the basic aspects that characterize the different types of companies.  | C6                            | D1<br>D18       |
| Know the legal framework of the different types of companies.                     | C6                            | D1              |
| Know the most relevant aspects of the organization and management in the company. | B9                            | C6<br>D1<br>D18 |

**Contents**

| Topic  |  |
|--|--|
| 1. THE COMPANY   | 1.1 The nature of the firm<br>1.2 The role of the company in the socio-economic system.<br>1.3 The company as a system.<br>1.4 The environment of the company.<br>1.5 Company objectives and goals.<br>1.6 Types of companies.   |
| 2. FINANCIAL MANAGEMENT (PART I). ECONOMIC AND FINANCIAL STRUCTURE OF THE COMPANY  | 2.1 Economic and financial structure of the company.<br>2.2 Working Capital<br>2.3 Operating cycle and Cash Conversion Cycle<br>2.4 Working Capital requirement  |
| 3. FINANCIAL MANAGEMENT (PART II). UNDERSTANDING THE RESULTS OF THE COMPANY  | 3.1 The results of the company.<br>3.2 The profitability of the company.<br>3.3 The competitive strategy.  |
| 4. FINANCIAL MANAGEMENT (PART III). INVESTMENT DECISIONS.  | 4.1 Definition of Investment.<br>4.2 Types of investments.<br>4.3. Investment Appraisal Techniques   |
| 5. FINANCIAL MANAGEMENT (PART IV). FINANCING.  | 5.1 Concept of financing<br>5.2 Types of financing<br>5.3 Short-term External financing<br>5.4 Long-term external financing.<br>5.5 Internal financing<br>5.6 Solvency and liquidity.  |
| 6. OPERATION MANAGEMENT (PART I). GENERAL FEATURES   | 6.1 Production system.<br>6.2 Efficiency.<br>6.3 Productivity<br>6.4 Research, development and innovation (R+D+i).   |
| 7. OPERATION MANAGEMENT (PART II). PRODUCTION COSTS  | 7.1 Concept of cost.<br>7.2 Classification of costs.<br>7.3 The cost of production.<br>7.4 The margins of the company.<br>7.5 The profitability threshold.<br>7.6 The production threshold.  |
| 8. MARKETING MANAGEMENT  | 8.1 What is marketing?<br>8.2 Basic concepts.<br>8.3 Marketing tools: Marketing mix.   |
| 9. MANAGEMENT AND ORGANIZATION   | 9.1 Components of the organization and management system.<br>9.2 The management system.<br>9.3 The human system.<br>9.4 The cultural system.<br>9.5 The political system.  |
| PRACTICAL CLASSES OF THE SUBJECT *<br>(* ) Practical classes schedules can undergo changes depending on the evolution of the course. | Practical class 1: The company as a system<br>Practical class 2: The business environment and business types<br>Practical class 3: The economic and financial structure of the company (I).<br>Basic concepts<br>Practical class 4: The economic and financial structure of the company (II).<br>The balance sheet<br>Practical class 5: Operating cycle and Cash Conversion Cycle<br>Practical class 6: The results of the company. The income statement<br>Practical class 7: Investment appraisal techniques<br>Practical class 8: Sources of business financing<br>Practical class 9: Efficiency and productivity<br>Practical class 10: Costs, margins and breakeven point<br>Practical class 11: The basics of marketing<br>Practical class 12: The management system of the company: A case study |

**Planning**

|                          | Class hours | Hours outside the classroom | Total hours |
|--------------------------|-------------|-----------------------------|-------------|
| Lecturing                | 38.5        | 45.5                        | 84          |
| Problem solving          | 17.6        | 39.4                        | 57          |
| Objective questions exam | 3           | 6                           | 9           |

\*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 of the main contents of the course.                                    |
| Problem solving | Application to specific problems of the knowledge acquired in theoretical classes. |

### Personalized assistance

| Methodologies | Description   |
|---------------|---|
| Lecturing     | Students will have the opportunity to attend individualized tutorials with their teacher. The procedure for arranging these tutorials will be communicated to the students by the professor at the beginning of the course and will be published on the University's teaching platform. These tutorials are intended to resolve doubts and guide students on the development of the content covered in theoretical classes, practical classes and work that can be entrusted to them. This section also includes clarification to students of any question about the tests carried out throughout the course. |

| Assessment               |   | Qualification | Training and Learning Results |
|--------------------------|---|---------------|-------------------------------|
|                          | Description   |               |                               |
| Problem solving          | In accordance with the educational planning of the academic course, the student will have to develop a determinate number of practices that include diverse exercises of application of the knowledges purchased in the classes of theory to concrete situations. These practices do not take part in the calculation of the qualification of the subject, but the student is required to obtain a minimum performance in them to pass the subject. The practicals will be carried out in person, and the student's attendance at these classes is mandatory. | 0             | B9 C6 D1<br>D2<br>D7<br>D18   |
| Objective questions exam | They will make diverse proofs along the course in which they will evaluate the knowledges, the skills and the competitions purchased by the students so much in the classrooms of theory as of practices.   | 100           | B9 C6 D1<br>D2                |

### Other comments on the Evaluation

#### 1. Ethical commitment:

The student is expected to exhibit appropriate ethical behavior. In the case of detecting unethical behavior (copying, plagiarism, use of unauthorized electronic devices, for example) it will be considered that the student does not meet the necessary requirements to pass the subject. In this case, the overall qualification for this academic year will be fail (0.0).

#### 2. Continuous evaluation system:

Following the guidelines of the degree and the agreements of the academic committee, students who take this subject will be offered a continuous assessment system. This system will be applicable to all students who have not expressly waived this evaluation criterion following the official channels established by the Center.

The continuous evaluation system will consist of two multiple choice tests and a final exam.

Each of the multiple choice tests will deal with the contents seen up to the moment of its completion, both in theory and practical classes. Therefore, the first test will not release material for the second test. Due to this, each one of these tests will have a different weight in the calculation of the qualification obtained in the subject. The first 20% and the second 40%.

These tests are not recoverable, that is, if a student cannot take them on the stipulated date, the teacher has no obligation to repeat them, except for justified cause and duly accredited by the student.

The student has the right to know the qualification obtained in each test within a reasonable period of time after its completion and to discuss the result with the teacher.

To take the second multiple choice test, it will be a necessary condition to have passed 70% of the practices. For students who do not meet this condition, the qualification that will appear in the first edition of the act will be 20% of the qualification obtained in the first multiple choice test.

In addition, to pass the subject it will be a necessary condition, although not sufficient, to obtain a minimum score of 4 on a scale of 0 to 10 in the second multiple choice test. For students who do not meet this condition, the qualification that will appear on the first edition of the act will be 20% of the qualification obtained in the first multiple choice test, plus 40% of the qualification obtained in the second multiple choice test.

The final exam will be held on the date and time set by the Center Management and will consist of the development of several problems similar to those carried out in the practices, and will have a weight of 40% in the final qualification. In this case, the qualification that will appear in the first edition of the act will be 20% of the qualification obtained in the first multiple choice test, plus 40% of the qualification obtained in the second multiple choice test, plus 40% of the qualification obtained in the final exam.

The qualification obtained in multiple choice tests, practices and the final exam will only be valid for the academic year in which they are taken.

### 3. Global evaluation system:

Students who have expressly waived continuous assessment following the official channels established by the Center will be offered an assessment procedure that allows them to achieve the highest qualification.

This procedure will consist of a global evaluation exam, which will be carried out on the date and time set by the Center Management, and in which all the contents developed in the subject will be evaluated, both in theory classes and in practices. This global assessment exam will consist of two parts: a theory test in multiple choice format, which will account for 30% of the final qualification, and a practice test, which will account for the remaining 70%, and which will consist of a series of exercises to be developed. It is an essential condition to pass the subject to obtain a minimum score of 5 out of 10 in the multiple choice test. In case of not passing the multiple choice test, the student's final qualification will be the one obtained in the test evaluated out of 3.

Only those students who do not take any of the assessment tests included in this teaching guide will be considered as Not Present.

### 4. About the July call:

The recovery call (July) will consist of a global evaluation exam that will mean 100% of the final qualification and in which all the contents developed in the subject will be evaluated, both in theory classes and in practical classes. This exam will consist of two parts: a theory test in multiple choice format, which will account for 30% of the final qualification, and a practice test, which will account for the remaining 70%, and which will consist of a series of exercises to be developed. It is an essential condition to pass the subject to obtain a minimum score of 5 out of 10 in the multiple choice test. In case of not passing the multiple choice test, the student's final qualification will be the one obtained in the test evaluated out of 3.

### 5. Prohibition of use of electronic devices:

The use of any electronic device will not be allowed during the evaluation tests, unless authorized express. The fact of introducing an unauthorized electronic device into the exam room will be considered a reason for failing the subject in this academic year and the overall qualification will be failed (0.0).

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## Sources of information

### Basic Bibliography

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

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

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,

### Complementary Bibliography

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## Recommendations

### Subjects that continue the syllabus

Basics of operations management/V12G320V01605

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