



IDENTIFYING DATA

Company: Company management

Subject	Company: Company management			
Code	O04G020V01203			
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	Gueimonde Canto, Ana Isabel			
Lecturers	del Río Rama, María de la Cruz Diéguez Castrillón, María Isabel Gueimonde Canto, Ana Isabel Reyes Santias, Francisco Rodríguez López, Nuria			
E-mail	agueimonde@uvigo.es			
Web				
General description	<p>The business management course is designed to develop students' knowledge and understanding of business management theories, as well as their ability to apply a range of tools and techniques. Students learn to analyse, discuss and evaluate business activities at local, national and international levels. The course covers a range of organizations from all sectors, as well as the sociocultural and economic contexts in which those organizations operate.</p> <p>The course covers the key characteristics of business organization and environment, and the business functions of human resource management, finance and accounts, marketing and operations management. Links between the topics are central to the course. Through the exploration of six underpinning concepts (change, culture, ethics, globalization, innovation and strategy), the course allows students to develop a holistic understanding of today's complex and dynamic business environment. The conceptual learning is firmly anchored in business management theories, tools and techniques and placed in the context of real world examples and case studies.</p>			

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
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

Learning outcomes

Expected results from this subject	Training and Learning Results		
By the end of the business management HL course, students are expected to reach the following assessment objectives.	B12	C1 C2 C3 C4 C5 C6 C7 C8 C9	
1. Demonstrate knowledge and understanding of:			
1.1. the business management tools, techniques and theories specified in the syllabus content		C5	
1.2. the six concepts that underpin the subject (Business development, Marketing management, Human resource management, Financial management, Operations management, R&D & Innovation)		C6 C7 C8	
1.3. real-world business problems, issues and decisions		C9	
2. Demonstrate application and analysis of:		C1	
2.1. knowledge and skills to a variety of real-world and fictional business situations		C2	
2.2. business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts		C3 C4 C5 C6 C7 C9	
3. Demonstrate synthesis and evaluation of:	B2	C3	D1
3.1. business strategies and practices, showing evidence of critical thinking	B3	C6	
3.2. business decisions, formulating recommendations	B4	C7	
	B13	C9	
	B14	C10 C12	
Applying the procedures of analyses and acquired knowledge to the resolution of problems/questions specific, so much to strategic level as operative, in the area of the different functional areas of the company.	B1 B2 B14	C1 C3 C4 C5 C9 C10 C12 C15 C16	D1

Proving a pro-active attitude and having capacity to express itself correctly to transmit ideas and/or to communicate his interpretation in an educated, understandable and reasoned way, or opinion, on specific questions related to different aspects of the business management.	B1	D1
	B2	D2
	B5	D3
	B7	D4
	B8	D5
	B9	

Contents

Topic
SUBJECT 1: BUSINESS DEVELOPMENT .
SUBJECT 2: MARKETING MANAGEMENT .
SUBJECT 3: HUMAN RESOURCES MANAGEMENT .
SUBJECT 4: FINANCIAL MANAGEMENT (*).
SUBJECT 5: OPERATIONS MANAGEMENT .
SUBJECT 6: R&D & INNOVATION .

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	26	36	62
Case studies / analysis of situations	20	40	60
Other	2	12	14
Other	2	12	14

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

Methodologies

	Description
Master Session	Magisterial session. Exhibition on the part of the professor of the contents on the object matter of study, theoretical bases and/or guidelines of the work, exercises or projects to develop for the student
Case studies / analysis of situations	Resolution of problems and/or exercises. Resolution and presentation of exercises/questions/works on the part of the pupil in an individual way as well as in group under the proposal, orientation and supervision of the professor. These activities may come in the form of excursions, guest speakers, class discussions surrounding student work experiences, DVDs, Internet research, case studies and student investigations.

Personalized attention

Methodologies	Description
Case studies / analysis of situations	
Tests	Description
Other	
Other	

Assessment

	Description	Qualification	Training and Learning Results
Case studies / analysis of situations	Evaluation by continuous assessment of work produced, either individually or as a group, with support and guidance of the professor. Also evaluation of the student's participation and comprehension of the subject.	20	B1 C5 D1 B2 C6 D2 B3 C7 D3 B5 C8 D4 B7 C9 D5 B8 C10 B9 C12 B13 C15 B14 C16
Other	Short response test: Short response tests typically consist of a number of items, which involve students responding to questions or business situations. Items may require students to construct, use, interpret or analyse primary or secondary data, graphs, tables, diagrams or financial information. Items may include multiple-choice and sentence answers. These types of questions, while useful for assessing content knowledge, are difficult to construct if trying to elicit meaningful higher order cognitive responses.	20	C1 C2 C3 C4 C5 C6 C7

Other	Extended response test: Extended response tests require students to demonstrate sustained analysis, interpretation and evaluation to answer a question fully or deal with issues in a business situation.	60	B5 B12	C1 C2 C3 C4 C5 C6 C7 C8 C12
-------	---	----	-----------	---

Other comments on the Evaluation

Sources of information

Bueno Campos, E., **Curso básico de economía de la empresa**, 2008,
 Bueno Campos, E. et al., **Economía de la empresa. Análisis de las decisiones empresariales**, 2000,
 Díez de Castro, E.P. et al., **Introducción a la economía de la empresa I y II**, 2002,
 García del Junco, J., **Fundamentos de gestión empresarial**, 2008,
 García del Junco, J. et al., **Casos prácticos de economía de la empresa**, 1998,
 García del Junco, J. et al., **Prácticas de la gestión empresarial**, 2001,
 Iborra, M. et al., **Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas**, 2008,
 Luque de la Torre, M^a. A. et al., **Curso práctico de economía de la empresa. Un enfoque de organización**, 2001,
 Piñeiro García, P. et al., **Introducción a la economía de la empresa. Una visión teórico-práctica**, 2010,
 Suárez Suárez, A., **Curso de economía de la empresa**, 2007,

Business Finance Peirson, G, Brown, R, Easton, S, Howard, P & Pinder, 10th edn, McGraw Hill Australia.

Business Research Methods Cooper & Schindler, 12th/2014 McGraw-Hill

Human Resource Management Mathis, Jackson & Valentine, 14th/2014 South Western

Managerial Economics Managerial Economics: Markets and the Firm Boyes, 2nd/2011 Cengage

Management; Bateman, Thomas S. and Snell, Scott A. 9781259412936 11th/2015 McGraw-Hill

Management: a global perspective. Edition: 11th ed.. Author: Weihrich, Heinz. Publisher: Singapore: Mac Graw-Hill, cop. 2005

Marketing Management Kotler, Keller, 14th/2012 Pearson PrenticeHall

Principles of operations management . Edition: -. Author: Heizer, Jay.. Publisher: Upper Saddle River (New Jersey) : Prentice-Hall, 2008

Recommendations

Subjects that continue the syllabus

Investment decisions/O04G020V01402
 Business management 1/O04G020V01403
 Operations management/O04G020V01302
 Human resources management/O04G020V01303
 Financing decisions/O04G020V01501
 Innovation management/O04G020V01906

Subjects that are recommended to be taken simultaneously

Company: Mathematics of financial transactions/O04G020V01202

Subjects that it is recommended to have taken before

Company: Basics of management/O04G020V01102