



IDENTIFYING DATA

Business: Business management

Subject	Business: Business management			
Code	004G020V01203			
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	Gil Pereiras, María del Carmen Gueimonde Canto, Ana Isabel Lampón Caride, Jesús Fernando Reyes Santias, Francisco			
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General description 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.

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.

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
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:		C1	
1.1. the business management tools, techniques and theories specified in the syllabus content		C2	
1.2. the six concepts that underpin the subject (Business development, Marketing management, Human resource management, Financial management, Operations management, R&D & Innovation)		C3	
1.3. real-world business problems, issues and decisions		C4	
2. Demonstrate application and analysis of:		C5	
2.1. knowledge and skills to a variety of real-world and fictional business situations		C6	
2.2. business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts		C7	
		C8	
		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	
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
Lecturing	26	36	62
Problem solving	20	40	60
Essay questions exam	2	26	28

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

Methodologies

	Description
Lecturing	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
Problem solving	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 assistance

Methodologies	Description
Problem solving	Time reserved to guide, monitor, address and resolve questions of students in their process of acquiring skills in general, and in carrying of proposed activities, particularly.
Tests	Description
Essay questions exam	Time reserved to guide, monitor, address and resolve questions of students in their process of acquiring skills in general, and in carrying of proposed activities, particularly.

Assessment

	Description	Qualification	Training and Learning Results		
Problem solving	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.	40	B1	C5	D1
			B2	C6	D2
			B3	C7	D3
			B5	C8	D4
			B7	C9	D5
			B8	C10	
			B9	C12	
			B13		
			B14		
Essay questions exam	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	C1	
			B12	C2	
				C3	
				C4	
				C5	
				C6	
				C7	
				C8	
				C12	

Other comments on the Evaluation

First opportunity (May):

Alternative a) Continuous evaluation according to the evaluation criteria above. It is understood that students who have any qualifications in any of the activities subject to evaluation follow the continuous evaluation and therefore opt for this evaluation system.

Alternative b) Only for students who have not followed the continuous assessment. A global examination of the contents of the subject. The exam grade will be 100% of the final grade.

Second chance (June-July):

Alternative a) Only for students who have followed the continuous assessment and have not passed an exam. The failed exams can be recovered on the official date of June-July established for the evaluation of the subject. Students who are in this situation would have a failing grade at the first opportunity (May). The numerical note that would appear in the minutes at the first opportunity (May) would be that corresponding to the weighted average of the different evaluation tests, and in

the event that the average was approved, a grade of 4.9 would appear.

Alternative b) Global examination of the contents of the subject on the official date of June-July. The exam grade will be 100% of the grade.

Structure of the 100% exams (Alternatives b): The first part of questions related to basic concepts of the subject. It will be necessary to obtain a minimum grade (7 out of 10) in this part of the test to be able to do the next part. A second part consisting of questions relating concepts, practical cases, exercises, theme-type questions, etc.

The dates and times of the evaluation tests of the different calls are those specified in the evaluation test calendar approved by the Faculty Board for the 2020-2021 academic year. In case of conflict or disparity between exam dates, the ones indicated on the FCETOU website will prevail. Important observation: Any evidence of plagiarized or copied tests or works will suppose a failure grade in the subject in the call in which the copy or plagiarism is detected.

Sources of information

Basic Bibliography

Iborra Juan, María; Dasi Coscollar, Angels; Dolz Dolz, Consuelo; Ferrer Ortega, Carmen, **Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas**, Paraninfo,

Stimpson, Peter; Smith, Alex, **Business and Management fo the IB Diploma**, Cambridge University Press,

Complementary Bibliography

Bueno Campos, Eduardo, **Curso básico de economía de la empresa: un enfoque de organización**, Pirámide,

García Del Junco, Julio; Casanueva Rocha, Cristóbal, **Fundamentos de gestión empresarial**, Pirámide,

Piñeiro García, Pilar; Arévalo Tomé, Raquel; García-Pinto Escuder, Adela; Caballero Fernández, Glori, **Introducción a la economía de la empresa. Una visión teórico-práctica**, Delta Publicaciones,

Recommendations

Subjects that continue the syllabus

Investment decisions/O04G020V01402

Marketing Management I/O04G020V01403

Operations management/O04G020V01302

Human Resources management/O04G020V01303

Financing decisions/O04G020V01501

Innovation management/O04G020V01906

Subjects that are recommended to be taken simultaneously

Business: Mathematics of financial transactions/O04G020V01202

Subjects that it is recommended to have taken before

Business: Basics of management/O04G020V01102

Contingency plan

Description

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES ===

MIXED MODALITY

The classes will be taught in-person and on-line, through the Remote Campus and the Fatic platform, following the guidelines established by UVigo.

The methodology and evaluation criteria will be those included in this guide.

NON-PRESENTIAL MODALITY

In the event that there cannot be face-to-face teaching, both the theoretical classes and the practices, through Remote

Campus and the Fatic platform, following the guidelines established by UVigo.

The methodology and evaluation included in this guide will be respected.

Non-attendance mechanism for student attention (tutorials)

The attention to the students will be carried out through communications by e-mail and by videoconference (remote campus of the UVigo). For videoconferences, it will be necessary to previously agree on the appointment between teacher and student.
