

Business Economics I**2015/2016**

Code: 102343
ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	FB	1	1
2501573 Economics	FB	1	1

Contact

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Use of languages

Principal working language: catalan (cat)

Teachers

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Joan Antoni Roncal Borrego

Prerequisites

This is a first year course of introduction to business economics. Therefore there are no prerequisites for this course. Needless to say, students need to comply with the administrative requirements to be enrolled in this course.

Objectives and Contextualisation

Settle the basis to know the business economics different areas.

Skills**Business Administration and Management**

- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Delegate decision making to the workers and provide them with the necessary incentives so that those decision are taken in the interest of the company as a whole.
- Demonstrate initiative and work individually when the situation requires it
- Identify the positive contributions that companies make to society, developing socially responsible management, encouraging the development of objective instruments that allow for the measurement and valuation of such contributions.
- Organise the work in terms of good time management, organisation and planning.
- Respecting diversity and plurality of ideas, people and situations.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

Economics

- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Delegate decision making to the workers and provide them with the necessary incentives so that those decisions are taken in the interest of the company as a whole.
- Demonstrate initiative and work individually when the situation requires it.
- Identify company competition, how they interact among themselves and the optimum strategies that can be drawn up in each case to stimulate competitiveness.
- Identify the positive contributions that companies make to society, developing socially responsible management, encouraging the development of objective instruments that allow for the measurement and valuation of such contributions.
- Lead multidisciplinary and multicultural teams, implementing new projects and coordinating, negotiating and managing conflicts.
- Organise the work in terms of good time management, organisation and planning.
- Respecting diversity and plurality of ideas, people and situations.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Value ethical commitment in professional practice.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

Learning outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Apply negotiation techniques.
3. Assess ethical commitment in professional activity.
4. Calculate the economic and financial flows of companies.
5. Capacity to adapt to changing environments.
6. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
7. Demonstrate initiative and work independently when required.
8. Design organisations from the perspective of maximising value.
9. Identify business models, both from the perspective of property and internal organisation.
10. Identify the conditions that favour the delegation of decisions.
11. Identify the main incentive mechanisms used in companies.
12. Lead multidisciplinary and multicultural teams, implement new projects, coordinate, negotiate and manage conflicts.
13. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
14. Organise work, in terms of good time management and organisation and planning.
15. Respect the diversity and plurality of ideas, people and situations.
16. Respect the diversity and plurality of ideas, persons and situations.
17. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
18. Solve decision-making problems at the different operating levels of companies.
19. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

Content

The course is divided in two blocks:

BLOCK I.

FIRM Dedicated to describe the main features of what is understood as a firm. The main issues addressed in this unit are the following

Definitions Taxonomies and introduction to the analysis of the company from different perspectives:

- Economic Perspective.
- Legal Perspective
- Accounting Perspective
- Financial Perspective

BLOCK II.

ADMINISTRATION AND MANAGEMENT

Dedicated to presenting the major decisions and dilemmas of the administration and management of companies. The main issues addressed in this unit are the following:

Enumeration and identification of key business decisions

- Introduction to decision theory:
- Business strategy
- Selection of business strategy: Objectives of the companies Implementation strategy
- Delegation of decisions

Decisions and business competitiveness.

- Competitive advantage
- Determinants of competitive advantage
- Capabilities and skills of management
- The internal organization of the company

Methodology

During the course the different sections of the program will be developed. Course materials, lecture notes, exercises and activities can be found in Campus Virtual. The student is expected to work on them before the class.

These materials will be used to motivate and improve the understanding of the topics.

For each subject, a series of exercises and activities will be proposed to reinforce these contents.

There will be a few hours each week (tutorials) to meet students individually and solve any doubts they may have.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Practice classes	15	0.6	2, 4, 1, 7, 8, 9, 10, 14, 18, 16, 15, 17, 19
Theory classes	30	1.2	2, 4, 8, 9, 10, 14, 18, 16, 15, 17
Type: Supervised			
Activities	10	0.4	4, 1, 7, 14, 18, 16, 15, 17, 19
Type: Autonomous			

Study	90	3.6	2, 4, 7, 8, 9, 11, 10, 14, 18, 17
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Evaluation

The final grade will be composed by the weighted average of two grades:

1. Final exam (70%), including all the contents of the course.
2. Continuous assessment of the progress during the course. Satisfactory completion of the course requires attendance to classes and completion of exercises and activities planned during the course for each subject. During the course all these aspects are assessed and will result in a grade that represents 30% of the final grade.

For passing the course, the weighted average of the two grades must be greater or equal than 5. A student will be considered as "not evaluated" if he/she does not participate in any evaluation activities. If the final grade is below 4, the student must retake the course the following year. There will be a re-evaluation for those students who have a final grade equal to or greater than 4 and below 5. The professor will decide how to do this re-evaluation. As a result of the re-evaluation the maximum grade will be 5.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Evaluations	100%	5	0.2	2, 4, 5, 1, 6, 7, 8, 9, 11, 10, 12, 14, 13, 18, 16, 15, 17, 19, 3

Bibliography

Each topic has lecture notes available at the photocopying service and also available on Campus Virtual.

These lecture notes also contain exercises and activities to be performed during the course. In the notes, there is a bibliography and a glossary of terms to study for each topic.

Other related books:

- ALEGRE, L.; C.BERNÉ y C. GALVE (2000): "Fundamentos de economía de la empresa: perspectiva funcional". Ed. Ariel Economía.
- CUERVO GARCÍA, A. (1994): "Introducción a la Dirección de Empresas". Civitas. Madrid.
- PÉREZ GOROSTEGUI, E. (1996): "Economía de la empresa aplicada". Pirámide.
- PUTTERMAN, L (1986): "The economic nature of the firm: a reader". Cambridge University Press.
- SUÁREZ SUÁREZ, A.S. (1995): "Decisiones óptimas de inversión y financiación de la empresa". Pirámide.
- TRIADO IVERN, X.M.; APARICIO CHUECA, P.; JARÍA CHACON, N. (2011): "Administración de la empresa. Teoría y práctica". Mc Graw-Hill.