

## Economia Aplicada i Empresa

2014/2015

Codi: 42618

Crèdits: 15

Titulació	Tipus	Curs	Semestre
4313384 Recerca Aplicada en Economia i Empresa / Applied Research in Economics and Business	OB	0	1

### Professor de contacte

Nom: Javier Asensio Ruiz de Alda

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### Utilització de llengües

Llengua vehicular majoritària: anglès (eng)

Grup íntegre en anglès: No

Grup íntegre en català: Sí

Grup íntegre en espanyol: No

### Equip docent

Joan Montllor Serrats

Diego Prior Jiménez

José Luis Roig Sabaté

Maria Antònia Tarrazón Rodón

Rosella Nicolini

Francesc Trillas Jané

### Prerequisites

none

### Objectius

To provide the students with the basic analytical tools to understand the basic features of applied research in economics and business.

### Competències

- Analyse, synthesise and critically evaluate a certain matter of scientific interest and/or real problem case, considering its different perspectives and supporting the results and conclusions obtained.
- Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context
- Produce and draft projects, technical reports and academic articles in English, making use of the appropriate terminology, argumentation, communication skills and analytical tools for each context, and rigorously evaluate those produced by third parties.
- Select and apply different and adequate models and/or theoretical frameworks, methodologies and techniques for scientific research, data sources and IT tools for research applied to business and economics.

- Student should possess an ability to learn that enables them to continue studying in a manner which is largely self-supervised or independent
- Understand, analyse and evaluate the complexity, functions and main challenges of the current socio-economic and business reality using analytical tools and/or precise methodologies.
- Work in international and inter-disciplinary teams.

## Resultats d'aprenentatge

1. Analyse, synthesise and critically evaluate a certain matter of scientific interest and/or real problem case, considering its different perspectives and supporting the results and conclusions obtained.
2. Identify the main theories and analytical tools usable in the area of applied research in economics and business.
3. Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context
4. Produce and draft projects, technical reports and academic articles in English, making use of the appropriate terminology, argumentation, communication skills and analytical tools for each context, and rigorously evaluate those produced by third parties.
5. Recognise and distinguish the theoretical, methodological and empirical knowledge in relation to the finance of entrepreneurship, improvements in business innovation and their impact, and also in economic and regional development through public policy to promote business, in order to foster new research in the area.
6. Recognise and distinguish theoretical, methodological and empirical knowledge in relation to applied microeconomics and geographic or territorial economics in order to solve problems and promote new research in these economic fields.
7. Relate and combine the different focuses, theories and/or theoretical frameworks existing in the area of applied economics and business while formulating new empirically testable hypotheses.
8. Student should possess an ability to learn that enables them to continue studying in a manner which is largely self-supervised or independent
9. Work in international and inter-disciplinary teams.

## Continguts

### Applied Microeconomics

Themes:

- 1- Demand and consumer behaviour
- 2- Technology, costs and production efficiency
- 3- Property Rights, markets and public policies.
- 4- Basic Game theory
- 5- Regulation of natural monopoly
- 6- Institutions and political economy in microeconomics
- 7- Financial Markets
- 8- Market Power and Empirical Industrial Organization

### Finance and Entrepreneurship

Themes:

- 1- Financial institution structures, lending infrastructures, legal and information environments: effects on credit availability for SMEs

2- Overcoming growth constraints through access to funding: internal versus external funding, transparent versus opaque SMEs

3- Some funding alternatives: Leasing, factoring, venture capital, business angels, and microfinance.

### Productive Efficiency and Innovation

Themes:

- 1- How entrepreneurs see unexploited business opportunities?
- 2- What are the types of innovation?
- 3- How do we measure performance in SMEs?
- 4- How do we measure efficiency in service industries?
- 5- Is the productivity concept applicable to tourism?
- 6- Do specific mergers result in improved performance?
- 7- What is the impact on profits of efficiency and productivity changes?
- 8- How do we benchmark firms' performance?
- 9- Are the improvements in quality in line with efficiency and profitability?

### Geographical Economics

Themes:

- 1- Trade theories
- 2- The location puzzle
- 3- Productivity and competitiveness
- 4- Theories of agglomeration
- 5- Clusters and local development
- 6- Policies: place-neutral vs place-based

## **Metodologia**

Combination of theory and problem-solving classes, essays and autonomous study and research.

## **Activitats formatives**

Títol	Hores	ECTS	Resultats d'aprenentatge
Tipus: Dirigides			
Theory and problem-solving classes	93,75	3,75	1, 2, 3, 4, 5, 6, 7, 8, 9
Tipus: Supervisades			
Essays and tutorials	56,25	2,25	1, 2, 3, 4, 5, 6, 7, 8, 9

Tipus: Autònomes

Study and research activities	222	8,88	2, 3, 4, 5, 6, 7, 8, 9
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## Avaluació

Evaluation is based on class attendance (5%), essays and problems solved by the student (35%) and exams (60%).

## Activitats d'avaluació

Títol	Pes	Hores	ECTS	Resultats d'aprenentatge
Class attendance	5	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9
Essays	35%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9
Exams	60%	3	0,12	1, 2, 3, 4, 5, 6, 7, 8, 9

## Bibliografia

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