

Degree	Type	Year	Semester
2501572 Business Administration and Management	OT	4	0
2501573 Economics	OB	3	2

Contact

Name: Joan Cals Güell

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Use of languages

Principal working language: catalan (cat)

Some groups entirely in English: Yes

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Teachers

Angel Hermosilla Pérez

Javier Asensio Ruiz de Alda

Miguel Àngel García López

Francisco Navarro Galvez

Prerequisites

None.

Objectives and Contextualisation

This is a third-year (second semester) subject, compulsory for students in the grade of Economics (ECO), optional for those in Business Administration (ADE).

The topics cover the different sectors of economic activity and the drivers of their evolution, taking as main object of analysis the productive structure of the Spanish economy and putting it into the context of international trends that affect the behaviour of firms and industries. The subject thus provides students with applied tools to study competitiveness in a microeconomic sense and the main regulatory policies that have an influence on certain sectors.

The aims of the subject can be summarised as follows:

1. To apply theoretical knowledge of microeconomics and business economics.
2. To learn to use analytical and computational techniques to case studies.
3. To foster the interest towards professional economists' practice and business' and organizations' management.
4. To develop the ability to communicate acquired knowledge in writing and orally, both individually and as a group.

Content

1. Competitiveness: concept, indicators, drivers.
2. Manufacturing activities from a historical perspective: globalisation, structural changes.
3. Manufacture outsourcing, innovation, technological change, human capital.
4. Labour costs and productivity.
5. Industrial policy.
6. Energy. Electricity and its regulation.
7. Services.
8. Services productivity. Liberalisation of tertiary activities.
9. Financial system. Innovation and efficiency of financial markets.
10. Banking activities. Internationalisation and concentration. Financial regulation.
11. Transport and infrastructure.
12. Telecommunications.
13. Tourism.
14. Retailing
15. Agriculture and the Common Agricultural Policy