

**Business Economics**

Code: 100505  
ECTS Credits: 6

Degree	Type	Year	Semester
2500258 Labour Relations	FB	1	1

**Contact**

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**Use of languages**

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

**Prerequisites**

It would be wise to have a basic background in economics, and imperative a minimum mathematical background including: solving polynomial equations and calculating the derivatives of simple functions.

**Objectives and Contextualisation**

It is a course of first year, first semester, therefore students have the first contact with the University.

The origin of the students is very diverse, so their knowledge is very varied, since not all have the same background. Obviously the objective does not have to be very ambitious, it is about having a very elementary knowledge of what a company is, its role in the economic and social environment, the different ways of managing it, the different ways of analyzing its financing and investments.

It is also that they have sufficient knowledge to be able to take the Business Organization course taught during the second semester of the year.

In summary, the objectives of the subject are the following:

- Understand the fundamental role of the company in the economic and financial system.
- Give in a very basic way the different ways to manage it.
- Have a basic knowledge of the tools and methods to analyze financing and investments.

And to provide the bases to be able to face the subject of Organization of companies of the next semester.

**Skills**

- Applying the information and communication technologies to the different areas of action.
- Identifying, analysing and solving complex problems and situations from an (economic, historical, legal, psychological, and sociological) interdisciplinary perspective.
- Maintaining a direction and performance that reflect the effort to do the tasks with efficiency and quality.
- Organising and managing the available time.
- Preparing, drawing up and formalising the general written documents in administrative and judicial processes.

- Students must be aware of the impact and implications of decisions and activities in other company areas.
- Students must be capable of deciding, sharply taking decisions and judging.
- Working autonomously.

## **Learning outcomes**

1. Analysing the foundations of the different management techniques by functional areas.
2. Applying the information and communication technologies to the different areas of action.
3. Identifying the balance and profit and loss account.
4. Identifying the different organizational forms of a company.
5. Maintaining a direction and performance that reflect the effort to do the tasks with efficiency and quality.
6. Organising and managing the available time.
7. Preparing, drawing up and formalising basic documents for business management.
8. Solving the most common business problems.
9. Solving the problems deriving from the economical reality of a company.
10. Students must be aware of the impact and implications of decisions and activities in other company areas.
11. Students must be capable of deciding, sharply taking decisions and judging.
12. Working autonomously.

## **Content**

### **PART 1. THE FIRM, NATURE AND ORGANIZATION**

- Introduction
- Forms of company
- The organization

### **PART 2. THE COMPANY'S FINANCIAL ACTIVITY**

- Elements of financial mathematics.
- Loans.
- The financial function of the company
- Investment in the company

### **PART 3. THE PRODUCTIVE ACTIVITY OF THE COMPANY**

- The production function
- Costs
- Production and productivity

### **PART 4. THE COMMERCIAL ACTIVITY OF THE COMPANY**

- The structure of the market and the commercial activity of the company
- Product, price, distribution and promotion policies

## **Methodology**

As has been explained in section 4, it is a first year course, so students have their first contact with the University and, in many cases, it can be a little difficult to fit the possible differences of teaching methodology in which can find

With the objectives that are intended to be achieved, the teaching methodology and the activities to be followed will be distributed as follows:

Master classes, the student has to achieve the fundamental concepts of the subject, which also have to complement with homework (making use of classnotes, bibliography or webs in some cases)m. These classes are unidirectional in the sense of transmission of knowledge and methods from teacher to student.

Practical classes: the students will carry out some practical cases in the classroom that will serve as a base to make others outside the classroom. These classes are more interactive (teacher - student). The professor will support and clarify the doubts that may arise in its resolution.

Evaluation. End of course. Students who do not pass the course have the option to go to re-evaluation.

## Activities

Title	Hours	ECTS	Learning outcomes
<b>Type: Directed</b>			
Cases and tutorials	45	1.8	1, 2, 3, 4, 5, 6, 9, 8, 10, 11, 12
Evaluations	5	0.2	3, 4, 5, 6, 9, 8, 10, 11, 12
Exercises and practical cases	20	0.8	3, 9, 8
Solving problems	20	0.8	3, 4, 5, 6, 9, 8, 10, 11, 12
<b>Type: Autonomous</b>			
Resolution of exercises	56	2.24	1, 2, 3, 4, 5, 6, 7, 9, 8, 10, 11, 12

## Evaluation

**Continuous assessment. The final grade will be based on the following activities: attendance (20%), parti**

**Class attendance is mandatory. Class attendance below 80% makes it impossible to pass the subject.**

**There is no requirement (minimum grade) to be examined in re-evaluation.**

## Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
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Attendance	20%	1	0.04	1, 2, 3, 4, 5, 6, 7, 9, 8, 10, 11, 12
Exam	50%	1	0.04	1, 2, 3, 4, 5, 6, 7, 9, 8, 10, 11, 12
Participations	30%	2	0.08	1, 2, 3, 4, 5, 6, 7, 9, 8, 10, 11, 12

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## **Bibliography**

### **Bibliography**

THERE IS NO COMPULSORY BIBLIOGRAPHY.

The teacher will provide students with some material.

### **Complementary bibliography**

Vicente Salas-Fumás. El siglo de la empresa. Fundación BBVA. 2007.