

Applied Economics and Business

Code: 103140
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Oriol Roca Sagalés

Prerequisites

No previous knowledge of the economy is necessary.

Objectives and Contextualisation

It is a subject of first year, first semester, therefore, of basic training.

The subject provides the basic tools of economic analysis that should allow analyzing and understanding the functioning of market economies, emphasizing the behavior of companies and the different market structures.

The content of the subject will be sensitive to aspects related to the gender perspective.

The training objectives of the subject can be synthesized in the following points:

1. Acquire the basic theoretical knowledge of micro and macroeconomics
2. Understand the functioning of market mechanisms (supply, demand) in different contexts
3. Demonstrate the acquisition of knowledge through written and oral expression.

Competences

- Apply the knowledge of various social science disciplines to the study of culture as a parameter for organising markets, in the field of advertising as the main system of persuasive communication.

Learning Outcomes

1. Link economic theories that study the role of the market and companies with the various fields of persuasive communication.

Content

1.- The economy and the firm as objects of study

Part I: The Market Economy

2.- The market economy

The functioning of the market economy. Analysis of demand. Analysis of the offer. The equilibrium of the market.

3.- Introduction to Macroeconomics

Aggregate demand and aggregate supply. Money, banks and monetary policy. Fiscal policy

Part II: The firm

4.- Costs and production

The factors and the product. Economies and diseconomies of scale. The production costs.

5.- Firms in competitive markets

The Perfect Competition. The behavior of firms and the maximization of benefits.

6.- The markets of imperfect competition

The monopoly. Price discrimination. The Oligopoly The Monopolistic Competition. Advertising.

Methodology

Theory: The subject is based on a theoretical connotes that I conjecture that the students vagin assimilant to the length of the course so that they can perform all the applied part (practices, exercices, tests ...).

Practices: Realization of practical exercices at the individual level and also per grups in the practical classes. It will be concentrated in the second part of the curs.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master class	42	1.68	1
seminars	18	0.72	1
Type: Supervised			
tutorials	8	0.32	1
Type: Autonomous			

Assessment

The evaluation of the subject will be carried out continuously throughout the course taking into account the following criteria: To pass the course it will be essential to obtain an average equal to or greater than 5. Throughout the course a minimum of 2 will be done. Written tests, which will have a total of 50% in the final grade, and at the end of the course, a final exam that will mean 35% of the grade. Additionally, other exercises will be carried out, in class and / or through the Virtual Campus, which will serve to complement the final grade of the subject (15% of the grade).

Those not presented: Students who start the continuous evaluation process exhaust the call and have a final grade of approved or suspended of the subject, in any case of not presented. The exception is that it has only been submitted to one of the three written exercises, in this case, the note is 'not evaluable'.

Students who have participated in the continuous assessment and suspend the theory, may recover it provided they have obtained a minimum score of 3 points, and have made the ordinary review. The grade reached in the recovery exam (re-evaluation activity) of the theory will be the final note of this part; the result of this activity should not represent the final grade. The recovery will take place within the period established in the academic calendar of the faculty. All activities, both theoretical and practical, are recoverable provided that the student has been evaluated in a minimum of 2/3 of the total evaluable activities.

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with current academic regulations, any irregularities committed by the student that could lead to a variation of the grade of an evaluation act will be scored with a zero. Therefore, copying or allowing to copy a practice or any other evaluation activity will involve suspending with a zero, and if it is necessary to pass it to pass, the whole subject will be suspended. The evaluation activities qualified in this way and by this procedure will not be recoverable, and therefore the subject will be suspended directly without the opportunity to recover it in the same academic year.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
tests and practical cases	15%	8	0.32	1
written exams	85%	9	0.36	1

Bibliography

Basic references:

- FLYNN, S.M.: *Economía para Dummies*, Ed Para Dummies
- HEILBRONNER,R. i THUROW,L.: *Introducció a l'Economia*. Ed. Empúries.
- KRUGMAN - WELLS - OLNEY: *Fundamentos de Economía*. Ed. Reverté.
- MANKIW, N.G.: *Principios de Economía*. Ed. Mac Graw Hill.
- MOCHON, F.: *Principios de Economía*. Ed. Mac Graw Hill.
- MOCHON, F.: *Economía. Teoría y Política*. Ed. Mac Graw Hill.
- SAMUELSON,P.A. i NORDHAUS,W.D.: *Economía*. Ed Mac Graw Hill.
- SCHILLER,B.R.: *Principios esenciales de Economía*. Ed. Mac Graw Hill.

Web pages

<http://introduccioeconomia-dea.uab.cat/>