

**Applied Economics and Business**

Code: 103140  
ECTS Credits: 6

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**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**

Paloma Heredia Ruiz

**Prerequisites**

No previous knowledge of the economy is necessary.

**Objectives and Contextualisation**

It is an introductory subject for first year students on his first semester.

The subject provides the basic tools of economic analysis to 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 gender perspective.

The training objectives in this 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

### Part I: The Market Economy

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

Introduction and general concepts

#### 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

Perfect competition. Behaviour of firms and the maximization of benefits.

#### 6.- The markets of imperfect competition

The monopoly. Price discrimination. The oligopoly. The monopolistic competition. Advertising.

## Methodology

The academic calendar of this subject will be available on the first day of class. Students will find all information on the Virtual Campus.

Theory: The subject is based on theoretical contents necessary for developing the applications in the practical part (practices, exercises, tests ...) of the course that students will assimilate all over the course.

Practice: Practical exercises worked out in the practical sessions individually and also in team. This will be concentrated in the second part of the curs.

Teaching will be offered on campus or in an on-campus and remote hybrid format depending on the number of students per group and the size of the rooms at 50% capacity.

The proposed teaching methodology may undergo some changes according to the restrictions imposed by the head authorities on on-campus courses.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## 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			
Study	65	2.6	1

## Assessment

The evaluation of the subject will be carried out continuously throughout the semester taking into account the following criteria: The final grade will be in accordance to the following evaluation acts and corresponding weights:

- 1) To pass the course it will be essential to obtain an average grade equal to or greater than 5.
- 2) 50% in the final grade, calculated on the basis of a minimum of two written exams
- 2) 35% in the final grade, corresponding to final exam
- 3) 15% in the final grade, completed on the basis of the results obtained in practical exercises performed in class and/or through the Virtual Campus

Students starting continuous evaluation process exhaust the call and will have a final grade of "pass" or "fail", in no case may it be "grade not reported". Only exception will be made when the student has taken only one of the three written exams, being the final grade in this case 'no grade reported'.

Students who have participated in the continuous assessment and fail, may overcome the result provided they have obtained a minimum score of 3 points, and have attended the ordinary review of the grade. The grade reached in the second chance exam (re-evaluation activity) will be the final grade. The second chance exam will take place within the period established in the academic calendar of the faculty.

All failed activities, may have a second chance whenever the student has been evaluated in a minimum of 2/3 of the total evaluable activities.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be of 0.

In the case of second enrolment, student can take a single synthesis exam.

The proposed evaluation activities may undergo some changes according to the restrictions imposed by Sanitary authorities.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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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 2005
- HEILBRONNER, R. i THUROW, L.: *Introducció a l'Economia*. Ed. Empúries. 1993
- KRUGMAN - WELLS - OLNEY: *Fundamentos de Economía*. Ed. Reverté. 2014
- MANKIW, N.G.: *Principios de Economía*. Ed. Mac Graw Hill. 2011
- MOCHON, F.: *Principios de Economía*. Ed. Mac Graw Hill. 2011
- MOCHON, F.: *Economía. Teoría y Política*. Ed. Mac Graw Hill. 1990
- SAMUELSON, P.A. i NORDHAUS, W.D.: *Economía*. Ed Mac Graw Hill. 2010
- SCHILLER, B.R.: *Principios esenciales de Economía*. Ed. Mac Graw Hill. 2008

Web pages

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

## Software

Word, power point, excel