

**Business Economics**

Code: 102122  
ECTS Credits: 6

Degree	Type	Year	Semester
2501231 Accounting and Finances	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

José Julio Buza Rodríguez

### Prerequisites

It is not necessary any prerequisite to study this subject.

### Objectives and Contextualisation

The Business Economics course is an introductory subject that presents the basic concepts of the business world and introduces itself in the process of management and decision making of companies.

Goals of the subject:

The first block of the subject has the purpose of which the student understands that it is a company, the social groups that intervene and the cycles and basic business processes. The student is also asked to understand the reason for the existence of companies, the role of the company as an economic agent, as well as the different forms of business that carry out their activity in the market economy.

In the second block, the basic concepts are studied to understand what the management process is and how. The functions of the management, the levels of direction and the functions that have been developed as well as the main management abilities are detailed. It presents how the decision-making process in an organization is, what aspects to consider and the main models and methods of decision. And they present the basic concepts to understand what is and how the organization chart of a company is designed. The design parameters are worked out and the different organizational models are detailed analyzing their casuistry.

### Competences

- Analysing, summarising and assessing information.
- Applying the methodology of reasoning of financial economy, distinguishing it from its equivalent in the real economy.
- Communicating in oral and written form in Catalan, Spanish and English, in order to be able to summarise and present the carried out project in both forms.

- Demonstrating a comprehension of the principles, structure, organisation and inner workings of companies and organisations.
- Efficiently searching information, discriminating irrelevant information.
- Issuing technical-accounting reports related to the situation of a company.
- Organising the work, regarding order and planning.
- Students must be able to adapt to changing environments.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

## Learning Outcomes

1. Analysing and summarising situations and documents.
2. Analysing, designing and introducing the budget of a company and assessing its implementation.
3. Analysing, summarising and assessing information.
4. Applying quantitative techniques in order to solve concrete problems.
5. Applying the acquired knowledge in order to solve problems and make decisions about practical issues.
6. Arguing about which are the strengths and weaknesses of the various organisational forms.
7. Choose the best way to lead people and to work in teams.
8. Communicating in oral and written form in Catalan, Spanish and English, in order to be able to summarise and present the carried out project in both forms.
9. Define negotiating techniques.
10. Draw up a viable programme for the implementation of the strategy of an organisation.
11. Efficiently searching information, discriminating irrelevant information.
12. Mastering the principles of (basic and derivative) assets valuation.
13. Naming the marketing specificities of intangible versus tangible goods.
14. Naming the risk price and premium formation in the financial market.
15. Organising the work, regarding order and planning.
16. Producing reports on the company's efficiency.
17. Proposing and applying a financial accounting information system that studies the valuable in-house training of a company.
18. Specifying interventions in order to implement a process of change.
19. Students must be able to adapt to changing environments.
20. Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
21. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
22. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
23. Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
24. Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
25. Use the necessary tools for analysis, both quantitative and qualitative, to solve problems and take decisions on different operational levels in the company.

## Content

The course is divided in two blocks:

## BLOCK I. FIRM

Dedicated to describe the main features of what is understood as a firm. The main issues addressed in this unit are the following:

- Definitions
- Taxonomies and introduction to the analysis of the company from different perspectives:

Economic Perspective.

Legal Perspective

Accounting Perspective

Financial Perspective

## BLOCK II. ADMINISTRATION AND MANAGEMENT.

Dedicated to presenting the major decisions and dilemmas of the administration and management of companies. The main issues addressed in this unit are the following:

- Enumeration and identification of key business decisions
- Introduction to decision theory:
  - Business strategy
  - Selection of business strategy: Objectives of the companies Implementation strategy
  - Delegation of decisions
- Decisions and business competitiveness.
  - Competitive advantage
  - Determinants of competitive advantage
  - Capabilities and skills of management
  - The internal organization of the company

## Methodology

To achieve the objectives of this course the following teaching methods will be used:

1. Lectures: In these sessions the professor will develop the main fundamental ideas and concepts of the topic and provide illustrative examples from the business world, where applicable.
2. Workshops focusing on exercises and case studies to better understand various theoretical concepts studied in the lectures.
3. Various support activities to familiarize students with the real-life business world - during the course students will perform research and read newspaper and journal articles related to the topics covered in the course.
4. Completion, delivery, and presentation of activities and / or practical projects developed by students working in groups.
5. Tutorial attendance on line: Professors will have scheduled office hours during which students may obtain help in resolving questions they encounter during the study of class material.

The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health 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			
Case studies	17	0.68	24, 22, 20
Theoretical sessions	32.5	1.3	3, 5, 4, 6, 11, 15, 24, 23, 22, 20, 21, 19
Type: Supervised			
Tutorials	12	0.48	24, 20
Type: Autonomous			
Concept study	45	1.8	3, 5, 6, 11, 15, 24, 23, 20, 21, 19, 8
Information search, preparation and resolution of cases	40	1.6	24, 22, 20, 21

## Assessment

The final grade of the subject will consist of the weighted average of three scores:

1. Course follow-up. The correct follow-up of the course requires the attendance in class and the accomplishment and delivery of the practical cases, as much those realized autonomously as those carried out to the laboratory practices, besides the realization of the activities programmed during the course by each of the topics. Throughout the course, all these aspects will be controlled and that will result in a score that will represent 30% of the final mark of the course.
2. Mid-term exam (see the exam calendar of the Faculty). At the middle of the course there will be a test about the contents of the first part of the course. This score will represent 30% of the final mark. Obtaining a rating of 4 or more allows students to pass this part of the syllabus.
3. Final exam (see the exam calendar of the Faculty). Students will be assessed based on the contents of the second part of the course, which can be passed if they obtain a grade of 5 or higher. In this case the mark of the exam will represent 40% of the final mark of the course. On the same date that this exam there will be an additional test for students who have not passed the evaluative activity cited in 2.

To pass the subject, it is necessary to get a minimum score of 4 points in the three components of the evaluation and the media weighs the three notes that form the evaluation of the current course to 5 points (see points 1, 2 and 3 above).

If the weighted average mentioned in the previous point is lower than 3,5, the student will have to repeat the subject next year. Otherwise the student can accomplish the recovery process described below (Retake Process).

A student is considered "Not evaluable" to the subject as long as he has not participated in any of the assessment activities. Therefore, it is considered that if a student does any part of the activities of course evaluation cited above, can no longer opt for a "Not evaluable".

All students are required to perform the evaluation activities. If the student's grade is 5 or higher, the student passes the course and it cannot be subject to further evaluation. If the student grade is less than 3.5, the student will have to repeat the course the following year. Students who have obtained a grade that is equal to or greater than 3.5 and less than 5 can take a second chance exam. The lecturers will decide the type of the second chance exam. When the second exam grade is greater than 5, the final grade will be a PASS with a maximum numerical grade of 5. When the second exam grade is less than 5, the final grade will be a FAIL with a numerical grade equal to the grade achieved in the course grade (not the second chance exam grade).

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a "not evaluable".

#### Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

*"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity."* **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule [https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

#### Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

#### Retake Process

*"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject."* Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

#### Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0"*. **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

### Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course follow-up	30%	0	0	1, 2, 3, 5, 4, 6, 11, 18, 9, 16, 15, 17, 24, 23, 22, 20, 21, 19, 8, 7, 25
Final exam	40%	2	0.08	3, 5, 4, 6, 11, 14, 13, 18, 9, 12, 16, 10, 15, 24, 23, 22, 20, 21, 19, 8, 25
Mid-term exam	30%	1.5	0.06	24, 22, 20, 21

## **Bibliography**

ALEGRE, LUIS; BERNÉ CARMEN I GALVE, CARMEN (2000). *Fundamentos de economía de la empresa: una perspectiva funcional*. Ariel Economía, 2ª Edición Actualizada.

CUERVO GARCÍA, ALVARO (2008): *Introducción a la Administración de Empresas*. Ed. Thomson, Civitas, Sexta Edición.

FERNANDEZ, ESTEBAN; BEATRIZ JUNQUERA y JESÚS ÁNGEL DEL BRÍO (2008). *Iniciación a los negocios. Aspectos directivos*. Paraninfo.

KOONTZ, H. Y WEHRICH, H. (2013). *Administración: una perspectiva global*. Mc- Graw-Hill. Mexico.

## **Software**

Gantt\_Excel

Excel