

Degree	Type	Year
2501232 Business and Information Technology	FB	1

## Contact

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## Teachers

Xavier Verge Mestre

## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

There is no requirement to take this subject

## Objectives and Contextualisation

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

The course also tries to introduce students to concepts, situations or problems that they will learn to solve in later subjects of the degree.

As formative objectives of the subject we will highlight:

The objective of the first block is understand what is a company, the stakeholders that intervene and the basic business processes and cycles. It is also sought that the student understands the reason for the existence of companies, the role of the company as an economic agent, the role of price and the creation of value in financial transactions, 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 it works. The functions of management, the management levels as well as the main managerial skills are detailed. It presents how is the decision process in an organization, what aspects should be considered and the main models and methods of decision. The design parameters are worked on and the different organizational models are analyzed analyzing their casuistry.

## Learning Outcomes

1. CM04 (Competence) Formulate effectively the strategy of a company.
2. CM05 (Competence) Develop tactical and strategic digital marketing plans.

## Content

The subject is broken down into two differentiated blocks:

### BLOCK I. THE COMPANY

Dedicated to describe the main characteristics of what is meant by company. The main issues to be addressed throughout this block will be:

Definitions of basic concepts

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

Economic perspective

Legal perspective

Accounting perspective

Financial perspective

Business ethics

### BLOCK II. BUSINESS MANAGEMENT

Dedicated to present the main decisions and dilemmas of the management of companies. The main issues addressed throughout this block will be:

Enumeration and identification of the main business decisions

Introduction to the theory of decision:

Business strategy

Selection of the business strategy: Objectives of the companies  
strategy implementation

Delegation of decisions

Decisions and business competitiveness. Competitive advantage

Determinants of competitive advantage

The skills or managerial skills

The internal organization of the company

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Case analysis and practical activities	17	0.68
Theoretical cases	32.5	1.3
Type: Supervised		
Tutorials	15	0.6
Type: Autonomous		
Prepare works and exercises	28.5	1.14
Study	52	2.08

To achieve the objectives of the subject, the following teaching methodology could be combined:

1. Lectures with ICT support: In these sessions the professors will develop the main concepts and fundamental notions of the subject. To facilitate their learning will be examples of companies and practical applications will be made.
2. Work sessions focused on a case: The case methodology will be used to better understand the different theoretical concepts worked on in the lectures.
3. Various support activities: With the aim of bringing the student to the world of the company during the course will be proposed reading articles in the press and / or specialized magazines where news related to the concepts that work to the subject.
4. Realization of practical activities by the students: For each of the thematic blocks, a dossier of practical activities that the students will have to solve independently or in small work groups will be provided. Some of these practices will be done in the classroom and others will not.
5. Face-to-face tutorials: The student will have a few hours where the teachers of the subject can help him / her to solve the doubts that arise in the study of the subject and in the resolution of problems.

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final Exam	40%	3	0.12	CM04, CM05
Follow up of the course (evaluative activities, etc)	30%	0	0	CM04, CM05
Parcial test	30%	2	0.08	CM04, CM05

*"This subject/module does not offer the option for comprehensive evaluation."*

Process and evaluation activities

The final grade of the course will be formed by the weighted average of three notes:

1. Follow-up of the course. The correct follow-up of the course requires the attendance to the class, the

realization and delivery of the practical cases and the realization of the activities programmed during the course for each one of the subjects. Throughout the course all these aspects that represent 30% of the final grade of the course will be controlled.

2. Evaluation activity. In the middle of the course there will be a test on the contents of the first part of the course. The grade will represent 30% of the final grade of the course. This test will be released for students who obtain a grade of 5 or higher.

3. Final exam. The student will be evaluated based on the contents of the second part of the course, they can overcome it if they obtain a grade of 5 or higher. In this case the exam note will represent 40% of the final grade of the course. On the same date as the final exam, an additional test will be carried out for students who have not passed the evaluation activity of the previous point. The latter will be exceeded if a grade equal to or greater than 5 is obtained.

To pass the course it is necessary to obtain a minimum grade of 5 in the weighted average of the three grades that make up the course evaluation (see points 1, 2 and 3 above).

A student is considered as "Not evaluable" in the subject as long as he / she has not participated in any of the evaluation activities. Therefore, it is considered that a student who performs some component of continuous assessment can no longer opt for a "non-evaluable".

#### Schedule of evaluation activities

The dates of the different evaluation activities (exercises, delivery of works, etc.) will be announced well in advance during the semester.

The dates of the midterm and final exams of the subject are scheduled in the exam calendar of the Faculty.

"The programming of the evaluation tests can not be modified, unless there is an exceptional and duly justified reason why an evaluation act can not be carried out, in this case, the persons responsible for the qualifications, after consulting the teaching staff and to the affected student body, they will propose a new program within the corresponding academic period. " Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB)

The students of the Faculty of Economics and Business who, according to the previous paragraph, need to change an evaluation date must present the request by filling in the document Request reprogramming proof [enhttps://eformularis.uab.cat/group/deganat\\_feie/request-reprogramming-of-evidence](https://eformularis.uab.cat/group/deganat_feie/request-reprogramming-of-evidence)

#### Procedure for review of qualifications

Coinciding with the final exam will be announced the day and means of publication of the final grades. Likewise, the procedure, place, date and time of the revision of the same will be informed according to the regulations of the University.

#### Recovery Process

"To participate in the recovery process the students must have been previously evaluated in a set of activities that represent a minimum of two thirds of the total grade of the subject or module." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). The students must have obtained an average grade of the subject between 3.5 and 4.9.

The date of this test is scheduled in the exam calendar of the Faculty. The student who presents himself and passes it will pass the subject with a grade of 5. Otherwise, he will keep the same grade.

#### Irregularities in evaluation acts

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that could lead to significant

variation in the grade of an evaluation act, it will be graded with a 0 This evaluation act, regardless of the disciplinary process that can be instructed In case of various irregularities occur in the evaluation acts 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).**

## Bibliography

### basic bibliography

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### complementary bibliography:

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BUENO, EDUARDO; CRUZ, I; DURÁN, J.J.(1986). *Economía de la Empresa. Análisis de las decisiones empresariales*. Reimpresión2002, Ed. Pirámide.

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DONNELLY, J., GIBSON, J. L., IVANCEVICH, J. M. (2006). *Fundamentos de Dirección y Administración de Empresas*. Mc- Graw-Hill. México.

MILGROM, P. Y ROBERTS, J. (1993). *Economía, Organización y Gestión de la Empresa*. Ariel. Barcelona.

## Software

Word, excel, power point or equivalent in opensource

## Language list

Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	201	Catalan	first semester	morning-mixed

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(PAUL) Classroom practices	202	Catalan	first semester	morning-mixed
(TE) Theory	20	Catalan	first semester	morning-mixed

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PROVISIONAL