UAB Universitat Autònoma de Barcelona

Business Economics I

2026/2027

Code: 102343
Credits: 6

Degree programme	Type	Course
Business Administration	FB	1
Economics	FB	1

Contact lecturer

Name : Carles Gispert Pellicer

Email : carles.gispert@uab.cat

Teaching staff

Elisa del Sordo

Josep Font Cot

Damian Tojeiro Rivero

Joan Antoni Roncal Borrego

Yulia Ponomareva Minchenko

Ryan Federo Acosta

Nour Chams

Group languages

You can consult this information at the end of the document.

Prerequisites

This is a first year course of introduction to business economics. Therefore there are no prerequisites for this course.

Objectives

Settle the basis to know the business economics different areas.

Learning outcomes

Business Administration

- CM03 (Build models that can be used to diagnose, forecast, and simulate problems specific to the various functional areas of the company, including marketing, finance and accounting, human resources, operations and production, information technologies, and research and development.) Build models that can be used to diagnose, forecast, and simulate problems specific to the various functional areas of the company, including marketing, finance and accounting, human resources, operations and production, information technologies, and research and development.

- CM04 (Promote multidisciplinary and multicultural teams, effectively and ethically implementing specific projects in functional areas with respect for fundamental rights and duties, diversity and democratic values.) Promote multidisciplinary and multicultural teams, effectively and ethically implementing specific projects in functional areas with respect for fundamental rights and duties, diversity and democratic values.
- CM05 (Devise solutions by delegating decisions and providing incentives for production and consumption in line with biodiversity preservation, ecological transition and sustainable development.) Devise solutions by delegating decisions and providing incentives for production and consumption in line with biodiversity preservation, ecological transition and sustainable development.
- KM04 (Recognise the fundamental theories, concepts, and relationships that identify business models, both from the perspective of ownership and internal organisation.) Recognise the fundamental theories, concepts, and relationships that identify business models, both from the perspective of ownership and internal organisation.
- KM05 (Indicate the methods and techniques aimed at socially responsible management, promoting the development of objective instruments that allow these contributions to be measured and assessed.) Indicate the methods and techniques aimed at socially responsible management, promoting the development of objective instruments that allow these contributions to be measured and assessed.
- KM06 (Classify the various leadership styles aimed at good time management, organisation and planning.) Classify the various leadership styles aimed at good time management, organisation and planning.
- SM04 (Critically evaluate the design and operation of business organisations from the perspective of value generation by applying the techniques of the company's functional areas, including marketing, finance and accounting, human resources, operations and production, information technologies, and research and development.) Critically evaluate the design and operation of business organisations from the perspective of value generation by applying the techniques of the company's functional areas, including marketing, finance and accounting, human resources, operations and production, information technologies, and research and development.
- SM05 (Interpret the main incentive mechanisms used in companies.) Interpret the main incentive mechanisms used in companies.
- SM06 (Devise appropriate modelling to diagnose and solve optimisation problems in the various functional areas of the company, including marketing, finance and accounting, human resources, operations and production, information technology, and research and development.) Devise appropriate modelling to diagnose and solve optimisation problems in the various functional areas of the company, including marketing, finance and accounting, human resources, operations and production, information technology, and research and development.
- SM07 (Communicate orally and in writing in Catalan, Spanish and English, summarising the work carried out to defend the value of a business project.) Communicate orally and in writing in Catalan, Spanish and English, summarising the work carried out to defend the value of a business project.

Economics

- CM10 (Promote multidisciplinary and multicultural teams, effectively and ethically implementing specific projects in functional areas with respect for fundamental rights and duties, diversity and democratic values.) Promote multidisciplinary and multicultural teams, effectively and ethically implementing specific projects in functional areas with respect for fundamental rights and duties, diversity and democratic values.
- CM11 (Devise solutions by delegating decisions and providing incentives for production and consumption in line with biodiversity preservation, ecological transition and sustainable development.) Devise solutions by delegating decisions and providing incentives for production and consumption in line with biodiversity preservation, ecological transition and sustainable development.
- KM06 (Recognise the fundamental theories, concepts, and relationships that identify business models, both from the perspective of ownership and internal organisation.) Recognise the fundamental theories, concepts, and relationships that identify business models, both from the perspective of ownership and internal organisation.
- KM07 (Indicate the methods and techniques aimed at socially responsible management, promoting the development of objective instruments that allow these contributions to be measured and assessed.)

Indicate the methods and techniques aimed at socially responsible management, promoting the development of objective instruments that allow these contributions to be measured and assessed.
- KM08 (Classify the various leadership styles aimed at good time management, organisation and planning.) Classify the various leadership styles aimed at good time management, organisation and planning.
- SM07 (Interpret the main incentive mechanisms used in companies.) Interpret the main incentive mechanisms used in companies.
- SM08 (Communicate orally and in writing in Catalan, Spanish and English, summarising the work carried out to defend the value of a business project.) Communicate orally and in writing in Catalan, Spanish and English, summarising the work carried out to defend the value of a business project.

Contents

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 taking:
- 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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Study	84	3.36	CM03, CM04, CM05, CM10, CM11, KM04, KM05, KM06, KM07, KM08, SM04, SM05, SM06, SM07, SM08
Theory and practice	49.5	1.98	CM03, CM04, CM05, CM10, CM11, KM04, KM05, KM06, KM07, KM08, SM04, SM05, SM06, SM07, SM08
Tutorials and planned Activities	10	0.4	CM03, CM04, CM05, CM10, CM11, KM04, KM05, KM06, KM07, KM08, SM04, SM05, SM06, SM07, SM08

During the course the different sections of the program will be developed. Course materials, lecture notes, exercises and activities can be found in Campus Virtual. The student is expected to work on them before the class.

These materials will be used to motivate and improve the understanding of the topics.

For each subject, a series of exercises and activities will be proposed to reinforce these contents.

There will be a few hours each week (tutorials) to meet students individually and solve any doubts they may have.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Final Exam	45%	2	0.08	CM03, CM04, CM05, CM10, CM11, KM04, KM05, KM06, KM07, KM08, SM04, SM05, SM06, SM07, SM08
Activities	30%	3	0.12	CM03, CM04, CM05, CM10, CM11, KM04, KM05, KM06, KM07, KM08, SM04, SM05, SM06, SM07, SM08
Midterm Exam	25%	1.5	0.06	CM03, CM04, CM05, CM10, CM11, KM04, KM05, KM06, KM07, KM08, SM04, SM05, SM06, SM07, SM08

The final grade will be composed by the following weighted average:

. A midterm exam or follow-up assessment (which does not liberate content) including Block I and counting 25% of the final grade.

. Continuous assessment of the progress during the course. Satisfactory completion of the course requires attendance to classes and completion of exercises and activities planned during the course for each subject.

During the course all these aspects are assessed and will result in a grade that represents 30% of the final grade.

. Final exam (counting 45% of the final grade), including all the contents of the course. It's necessary to obtain a minimum of 3.5 in the final exam. If the mark of the final exam is lower than 3.5, the maximum final grade will be 3.5.

This subject does not offer the option for comprehensive evaluation

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\"

For this subject, the use of Artificial Intelligence (AI) technologies is allowed exclusively in support tasks. The student must clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the final result of the activity. The lack of transparency of the use of AI in this assessable activity will be considered a lack of academic honesty and may lead to a partial or total penalty in the grade of the activity, or greater sanctions in serious cases.

The completion of assessment activities is subject to the provisions set out in this course guide and in the "Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

Calendar of evaluation activities: The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) willbe 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 anew 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' rescheduleExam rescheduling request - e-Formularis

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.

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).***

Bibliography

Each topic has lecture notes available on Campus Virtual.

These lecture notes also contain exercises, cases and activities to be performed during the course. In the notes, there is a bibliography and a glossary of terms to study for each topic.

Other related books:

ALEGRE, L.; C.BERNÉ y C. GALVE (2000): \"Fundamentos de economía de la empresa: perspectiva funcional\". 2a Ed. Ariel Economía. [Note: last identified edition]

GARCÍA MÁRQUEZ, F.P. et. al. (2013): \"Dirección y gestión empresarial\" 1a Ed. McGraw-Hill [Note: last identified edition]

GARRIDO, S.; CUADRADO, M.R. (2019) \"Fundamentos de gestión de empresas\" Editorial Universitaria Ramón Areces

GARRIDO, S.; CUADRADO, M.R. (2019) \"Casos prácticos de gestión de empresas\" Editorial Universitaria Ramón Areces

HEIFETZ, R.; M. LINSKY (2021): \"Liderazgo sin límites\" Editorial Reverte

KUGLIN, F. A.; J. HOOK. (2007): \"Building, Leading, and Managing Strategic Alliances : How to Work Effectively and Profitably with Partner Companies\" Ed. AMACOM [Note: last identified edition]

PIN, J.R.; STEIN, G. (2020): "Liderar personas con inteligencia artificial" 1.ª Ed. Mc Graw-Hill

RANDALL S. KROSZNER AND LOUIS PUTTERMAN (2009): \"The Economic Nature of the Firm: A Reader\", 3rd Edition. Cambridge [Note: last identified edition]

TRIADO IVERN, X.M.; APARICIO CHUECA, P.; JARÍA CHACON, N. (2011): \"Administración de la empresa. Teoría y práctica\". Mc Graw Hill. [Note: last identified edition]

WORLD BANK (2019) \"Doing Business 2020\" Document digital accessible a: https://espanol.doingbusiness.org/es/reports/global-reports/doing-business-2020

WORLD ECONOMIC FORUM (2020) \"Global Competitiveness Report Special Edition 2020: How Countries are Performing on the Road to Recovery\" Document digital accessible a: https://www.weforum.org/reports/the-global-competitiveness-report-2020

Software

In this subject the use of specific software is not foreseen.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this link. To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	Spanish	first semester	morning-mixed
(PAUL) Classroom practices	1	Spanish	first semester	morning-mixed
(TE) Theory	2	Catalan	first semester	morning-mixed
(PAUL) Classroom practices	2	Catalan	first semester	morning-mixed

(TE) Theory	4	English	first semester	morning-mixed
(PAUL) Classroom practices	4	English	first semester	morning-mixed
(TE) Theory	8	English	first semester	morning-mixed
(PAUL) Classroom practices	8	English	first semester	morning-mixed
(TE) Theory	51	Catalan/Spanish	first semester	afternoon
(PAUL) Classroom practices	51	Catalan/Spanish	first semester	afternoon
(TE) Theory	52	Catalan	first semester	afternoon
(PAUL) Classroom practices	52	Catalan	first semester	afternoon
(TE) Theory	60	Spanish	second semester	morning-mixed
(PAUL) Classroom practices	60	Spanish	second semester	morning-mixed