

Syllabus "Business Economics I"**2013/2014**

Code: 102343

ECTS: 6

Degree	Year	Semester
947 Bachelor in Business Administration		
952 Bachelor in Economics	1	1

Contact

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Language

English

Prerequisites

This is a first year course of introduction to business economics. Therefore there are no prerequisites for this course. Needless to say, students need to comply with the administrative requirements to be enrolled in this course

Objectives

Settle the basis to know the business economics different areas.

Competence

1911: E02 - Identify the positive contributions that companies make to society, develop a socially responsible management, and aims to promote the development of instruments to measure and assess these contributions.
 1911: E02.01 - Calculate the financial and economic flows of the Company.
 1911: E02.02 - Identify business models, both from the perspective of the ownership as the internal organization.
 1911: E11 -Delegating decision-making to partners and provide them the necessary incentives so that these decisions are taken for the benefit of the collective interest.
 1911: E11.01 - identify the conditions that facilitate the delegation of decision making.
 1911: E11.02 -identify the main incentive mechanisms used by businesses.
 1911: G03 - Respect the diversity and plurality of ideas, people and situations.
 1911: G03.00 -Respect the diversity and plurality of ideas, people and situations.
 1911: T01 -Have the ability to communicate orally and in writing in Catalan, Spanish and English, to synthesize and present oral and written work done.
 1911: T01.00 -Be able to communicate orally and in written in Catalan, Spanish and English, to synthesize and present orally and in writing the work done.
 1911: T02 -Select and generate the necessary information for each problem, analyze it and make decisions based on this information.
 1911: T02.00 -Select and generate the necessary information for each problem, analyze it and make decisions based on this information.
 1911: T04 - Organize work, in terms of good time management and its ordering and planning..
 1911: T04.00 -Organize work, in terms of good time management and its organization and planning.
 1911: T05 -Demonstrate initiative and ability to work independently when the situation demands it.
 1911: T05.00 -Demonstrate initiative and ability to work independently when the situation demands it.
 1911: T06 -Working in teams and be able to defend themselves and validate or reject proposals of others using reasoned arguments.
 1911: T06.00 -Work together and be able to defend themselves and validate or reject proposals of others using reasoned arguments.
 1971: E26 -Identify the positive contributions that companies make to society, develop a socially responsible management, and aims to promote the development of instruments to measure and assess these contributions.
 1971: E26.01 - Calculate the financial flows and a company.
 1971: E26.02 - Identify business models, both from the perspective of the ownership as the internal organization.
 1971: E30 - Identify the competitors of companies, see how they interact and develop optimal strategies in each case to stimulate competitive advantage.
 1971: E30.01-Designing organizations from the perspective of maximizing value.
 1971: E30.02 - Apply negotiation techniques.
 1971: E30.03 -Solve problems in decision making at different functional levels of the company.
 1971: E35 -Delegating decision-making to partners and provide them the necessary incentives so that these decisions are taken for the benefit of the collective interest.
 1971: E35.01 -identify the conditions that facilitate the delegation of decision making.
 1971: E35.02 - identify the main incentive mechanisms used by businesses.
 1971: G03 - Respect the diversity and plurality of ideas, people and situations.
 1971: G03.00 - Respect the diversity and plurality of ideas, people and situations.

1971: T01 - Ability to communicate orally and in writing in Catalan, Spanish and English in order to synthesize and present oral and written work done.

1971: T01.00 -Ability to communicate orally and in writing in Catalan, Spanish and English, which to synthesize and present orally and in writing the work done.

1971: T02 -select and generate the necessary information for each problem, analyze it and make decisions based on this information.

1971: T02.00 - Select and generate the necessary information for each problem, analyze it and make decisions based on this information.

1971: T04 -Organize work, in terms of good time management and his ordering and planning.

1971: T04.00 - Organize work, in terms of good time management and its organization and planning.

1971: T05 - Initiative and ability to work autonomously when the situation demands it.

1971: T05.00 -Initiative and ability to work autonomously when the situation demands it.

1971: T06 - Working in teams and be able to defend themselves and validate or reject proposals of others using reasoned arguments.

1971: T06.00 -Work together and be able to defend themselves and validate or reject proposals of others using reasoned arguments

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
- Ethics and Business

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

Teaching Methodology

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

Assessment criteria

The final grade will be composed by the weighted average of three grades: 1. 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 20% of the final grade.

2. Partial exam of Block 1. In the middle of the course there will be an examination of the contents of the first part of the course. The partial exam grade will represent 40% of the final grade.

3. Final exam (see exam schedule of the faculty). The final exam will evaluate the contents of the second part of the course (Block 2). The final exam grade will represent 40% of the final grade.

To pass the course you need:

a) Obtain in each and every one of the three grades at least a grade of 4.

b) The weighted average of the three grades must be greater or equal than 5. A student will be considered as "not-presented" if he/she does not participate in any evaluation activities. At the end of the course, each teacher will make public the final grades and the date, time and place to review the exam. If the final grade is below 4, the student must retake the course the following year. There will be a re-evaluation for those students who have not passed the course (conditions a and b above) and his final grade is equal to or greater than 4. The re-evaluation will consist on a re-examination of the failed parts. As a general rule, the continuous assessment of the progress made during the course is not going to be re-evaluated, unless the teacher believes that there may be extraordinary conditions that justify it.

As a result of the re-evaluation the maximum grade is 5

Assesment activities

Título	Weight	Hours	ECTS	Learning outcome
They will be determined during the semester	20% of the final score	4-8		

Bibliography

Each topic has lecture notes available at the photocopying service and also available on Campus Virtual.

He se lecture notes also contain exercises 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". Ed. Ariel Economía.
- CUERVO GARCÍA, A. (1994): "Introducción a la Dirección de Empresas". Civitas. Madrid.
- PÉREZ GOROSTEGUI, E. (1996): "Economía de la empresa aplicada". Pirámide.
- SUÁREZ SUÁREZ, A.S. (1995): "Decisiones óptimas de inversión y financiación de la empresa". Pirámide.
- TRIADO IVERN, X.M.; APARICIO CHUECA, P.; JARÍA CHACON, N. (2011): "Administración de la empresa. Teoría y práctica". Mc Graw-Hill.