

29808 - Basic principles of business administration

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura 326 - Escuela Universitaria Politécnica de Teruel
Degree	440 - Bachelor's Degree in Electronic and Automatic Engineering 444 - Bachelor's Degree in Electronic and Automatic Engineering
ECTS	6.0
Year	1
Semester	Half-yearly
Subject Type	Basic Education
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

The basic objective of the course for the student is to know the main foundations of the firm's management and administration. The student will be able to analyse the economic and financial structure of a firm, and to evaluate the implementation of an investment project. To do this, the student will acquire knowledge of financial operations and about sources of financing available for a company. The student will also be able to basically design the organizational structure of a firm, as well as its marketing decisions.

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

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5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The course is 6 ECTS credits duration in one semester, located in the first year of every engineering degree. The course methodologically combines lectures, resolution of problems and the development of a project.

5.2.Learning tasks

Lectures. In-class problem solving. Lab. Project. Personal study and problem solving.

Evaluation activities: exam and oral presentation of the project.

5.3.Syllabus

The short syllabus of the course is: Introduction to economics and business. Entrepreneurship. Business environment. Economic and financial structure of the firm. The management process and decision making. Project valuation. Financing decisions. Cost of capital. Marketing.

5.4.Course planning and calendar

3 hours of classes per week (15 weeks). They combine lectures and in-class problem solving. Along the semester, the students will have 5 lab classes (10 hours total) and will develop a firm or investment project (oriented by the teacher), with a final oral presentation.

5.5.Bibliography and recommended resources