

## 30309 - Basic principles of business administration

### Información del Plan Docente

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	438 - Bachelor's Degree in Telecommunications Technology and Services Engineering
<b>ECTS</b>	6.0
<b>Year</b>	1
<b>Semester</b>	Second semester
<b>Subject Type</b>	Basic Education
<b>Module</b>	---

### **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)**

### **5.Methodology, learning tasks, syllabus and resources**

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### 5.1. Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on participation and the active role of the student favors the development of communication and decision-making skills. A wide range of teaching and learning tasks are implemented, such as lectures, guided assignments, laboratory sessions, autonomous work, and tutorials.

Students are expected to participate actively in the class throughout the semester.

Further information regarding the course will be provided on the first day of class.

### 5.2. Learning tasks

The course includes 6 ECTS organized according to:

- Lectures (1.8 ECTS): 45 hours.
- Laboratory sessions (0.4 ECTS): 10 hours.
- Guided assignments (0.6 ECTS): 15 hours.
- Autonomous work (3.0 ECTS): 75 hours.
- Tutorials (0.2 ECTS): 5 hours.

**Lectures:** the professor will explain the theoretical contents of the course and solve illustrative applied problems. These problems and exercises can be found in the problem set provided at the beginning of the semester. Lectures run for 3 weekly hours. Although it is not a mandatory activity, regular attendance is highly recommended.

**Laboratory sessions:** sessions will take place every 2 weeks (5 sessions in total) and last 2.0 hours each. Students will work together in groups actively doing tasks such as practical demonstrations, measurements, calculations, and the use of graphical and analytical methods.

**Guided assignments:** students will complete assignments, problems and exercises related to concepts seen in laboratory sessions and lectures. They will be submitted at the beginning of every laboratory sessions to be discussed and analyzed. If assignments are submitted later, students will not be able to take the assessment test.

**Autonomous work:** students are expected to spend about 75 hours to study theory, solve problems, prepare lab sessions, and take exams.

**Tutorials:** the professor's office hours will be posted on the degree website to assist students with questions and doubts. It is beneficial for the student to come with clear and specific questions.

### 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.

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### 5.4. Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the "Escuela de Ingeniería y Arquitectura " website ( <https://eina.unizar.es/> )

### 5.5. Bibliography and recommended resources

- [BC] ALEGRE, L.; BERNÉ, C. y GALVE, C. (2000): Fundamentos de economía de la empresa: Perspectiva funcional. 2ª ed. Barcelona: Ariel.
- [BC] BREALEY, R.A.; MYERS, S.C.; ALLEN, F. (2015): Principios de finanzas corporativas. 11ª ed. Madrid: Mc Graw Hill.
- [BC] BREALEY, R.A.; MYERS, S.C.; MARCUS, A.J. y MATEOS, P. (2010): Finanzas corporativas. 5ª ed. Madrid: Mc Graw Hill.
- [BC] BUENO, E.; CRUZ, I. y DURÁN, J.J. (2007): Economía de la empresa. Análisis de las decisiones empresariales. Reimpresión. Madrid: Pirámide.
- [BC] CLAVER, E.; LLOPIS, J.; LLORET, M. y MOLINA, H. (2007): Manual de administración de empresas. 4ª ed. Madrid: Civitas.
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- [BC] GARRIDO, P. e ÍÑIGUEZ, R. (2015): Análisis de estados contables. Elaboración e interpretación de la información financiera. 3ª ed. Madrid: Pirámide.
- [BC] IBORRA, M.; DASÍ, A.; DOLZ, C. y FERRER, C. (2010): Fundamentos de dirección de empresas. 1ª ed. 6ª imp. Madrid: Thomson.
- [BC] KOTLER, P y ARMSTRONG, G. (2013): Fundamentos de marketing. 6ª ed. Pearson Education.
- [BC] NAVARRO, L.; GONZÁLEZ, L. y PASTOR, A.C. (1995): La empresa: Economía y dirección. Zaragoza: Mira Editores.
- [BC] SANTESMASES, M.; MERINO, M.J.; SÁNCHEZ, J. y PINTADO, T. (2009): Fundamentos de marketing. 1ª ed. Madrid: Pirámide.
- [BC] SUÁREZ, A.S. (2007): Curso de economía de la empresa. 7ª ed. Madrid: Pirámide.