

## 29602 - Basic principles of business administration

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	29602 - Basic principles of business administration
<b>Faculty / School</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	430 - Bachelor's Degree in Electrical Engineering
<b>ECTS</b>	6.0
<b>Year</b>	1
<b>Semester</b>	Half-yearly
<b>Subject Type</b>	Basic Education

### Module

#### 1.General information

##### 1.1.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.

##### 1.2.Context and importance of this course in the degree

##### 1.3.Recommendations to take this course

#### 2.Learning goals

##### 2.1.Competences

##### 2.2.Learning goals

##### 2.3.Importance of learning goals

#### 3.Assessment (1st and 2nd call)

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

#### 4.Methodology, learning tasks, syllabus and resources

##### 4.1.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

## 29602 - Basic principles of business administration

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.

### 4.2.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 problem exercises can be found in the problem set provided at the beginning of the semester. Lectures run for 3 weekly hours. Although 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 in groups actively doing tasks such as practical demonstrations, measurements, calculations, and the use of graphical and analytical tools.

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 session 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 complete assignments.

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

### 4.3.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.

### 4.4. 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/>)

### 4.5. Bibliography and recommended resources

[BB: Basic bibliography / BC: Complementary bibliography]

- [BB] Alegre Saz, Luis Alberto. Fundamentos de economía de la empresa : perspectiva funcional / Luis Alegre, Carmen Berné y Carmen Galve . 2a. ed. act. Barcelona : Ariel, 2000
- [BB] Brealey, Richard A.. Principios de finanzas corporativas / Richard A. Brealey, Stewart C. Myers, Franklin Allen ; revisión técnica, Francisco López Herrera ... [et al.] . 9ª ed. México [etc.] : McGraw-Hill, cop. 2010
- [BB] Bueno Campos, Eduardo. Economía de la empresa : análisis de las decisiones empresariales / Eduardo Bueno Campos, Ignacio Cruz Roche, Juan José Durán Herrera . Reimp. 2002 Madrid : Pirámide, D.L. 2002
- [BB] Claver Cortés, Enrique. Manual de administración de empresas / Enrique Claver Cortés...[et al.] . 4a. ed., reimp. Madrid : Civitas, 2002
- [BB] Cuervo García, Álvaro. Introducción a la administración de empresas / Álvaro Cuervo García (director) ... [et. al.] ; coordinador editorial, Camilo J. Vázquez Ordás . 6ª ed. Cizur Menor (Navarra) : Aranzadi, 2008
- [BB] Fundamentos de dirección de empresas : conceptos y habilidades directivas / María Iborra Juan ... [et al.] . - 1ª ed., 7ª impr. Madrid : Paraninfo, D.L. 2010
- [BB] Fundamentos de marketing / Miguel Santesmases Mestre...[et al.] Madrid : Pirámide, [2011]
- [BB] Garrido Miralles, Pascual. Análisis de estados contables : elaboración e interpretación de la información financiera / Pascual Garrido Miralles, Raúl Íñiguez Sánchez . Madrid : Pirámide, D.L. 2012
- [BB] Navarro Elola, Luis. La empresa : economía y dirección / Luis Navarro Elola, Leonor González Menorca, Ana Clara Pastor Tejedor . Zaragoza : Mira Editores, D. L. 1995
- [BB] Suárez Suárez, Andrés Santiago. Curso de economía de la empresa / Andrés S. Suárez Suárez. 7a. ed., reimp. Madrid : Pirámide, D.L. 2003