

28804 - Business

Syllabus Information

Academic Year: 2020/21

Subject: 28804 - Business

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 424 - Bachelor's Degree in Mechatronic Engineering

ECTS: 6.0

Year: 1

Semester: First semester

Subject Type: Basic Education

Module: ---

1.General information

1.1.Aims of the course

Knowledge and use of economy basic instruments aimed at a technical knowledge profile linked to the business world. Specific goals are:

- The understanding of the economic phenomena that affect students day by day, not only as students, future engineers but as trained individuals, members of a society as well.
- The introduction to the business world, becoming familiar with concepts such as business, entrepreneur and market.
- Knowledge of an economic and business glossary, necessary for analysis and discussion.
- Getting in contact with the reading, meaning and interpretation of the company's economic and financial information.
- The use of concepts and tools that allow the analysis of business management, as well as the taking of actions in this regard, based on the results obtained after the study.
- Ability to show, through the resolution of practical cases published to that effect, all the theoretical knowledge acquired, making an impact on their autonomous work, given the importance of off-site credits within the framework of the EHEA.

1.2.Context and importance of this course in the degree

The course *Business* is part of the Degree in Mechatronics Engineering. It is a first semester, first-year subject, classified as basic training, with a teaching load of 6 ECTS credits.

The importance of the subject in the degree is justified in that its design aims at the introduction of the student into the current economic context, which requires professionals with this degree to develop and strengthen their basic training in economics in the business world. It is intended, to a large extent, to provide them with a profile of management and direction, in order to achieve better skills and competence, both specific and general, to improve their competitiveness. The knowledge of the business economy helps them to develop skills and competence applicable to many fields of action and they provide students with a greater added value and therefore make them more suitable for the labour market.

1.3.Recommendations to take this course

For an ideal follow-up of the course, the student is recommended to adopt an active attitude towards the subject, in terms of regular class attendance, completion of the suggested practice tasks, dedication and individual study.

2.Learning goals

2.1.Competences

General Competences

GI03: Knowledge in basic and technological issues, which enables them to learn new methods and theories, and provides them with versatility to adapt to new situations.

GI04: Ability to solve problems, make decisions with initiative, creativity and critical reasoning, as well as to communicate and transmit knowledge, abilities and skills in the field of Mechatronic engineering.

GI06: Ability to manage specifications, regulations and mandatory standards.

GI08: Ability to apply quality principles and methods.

GI09: Organizational and planning skills within the company and in other institutions and organizations.

GC03: Ability for abstraction and critical thinking.

GC04: Ability to learn in a continuous, self-directed and autonomous way.

GC05: Ability to evaluate alternatives

GC07: Ability to lead a team as well as to be a committed member of it.

GC08: Ability to spot technical information, as well as its understanding and assessment.

GC10: Ability to write technical documentation and present it with the help of appropriate computer tools.

GC11: Ability to communicate their ideas and designs clearly to specialized and non-specialized audiences.

GC13. Ability to evaluate the technical and economic feasibility study of complex projects.

Specific Competences

EB06. Sufficient knowledge of the business concept, institutional and judicial framework of a business. Business management and organization.

EI11: Applied knowledge of business organization.

2.2.Learning goals

The student, to succeed in this subject, must demonstrate the following results..

1. Carry out and interpret aspects related to the economic and financial situation of a company.
2. Make a business plan with its corresponding sections.

2.3.Importance of learning goals

In the development of their profession, the graduates will perform management tasks (of people and/or projects) in economic environments. In addition, graduates may be linked to the business world. Therefore, knowing the running of companies and the economy will be very useful for them. In addition, in the actual information society, in order to take decisions, to detect opportunities and to forecast of threats, it will be necessary the ability to manage the economic information.

The detail of the Learning Results, indicated in the previous section, will allow the student at the end of the course:

1. Define the concept and types of economy, identify the different economic agents and describe, in a basic way, their behavior
2. Define the concept of the company and detail its classes, as well as its institutional and legal environment for action.
3. Analyze the company as a systemic organization and describe its objectives based on the purpose it pursues when it interacts in the market.
4. Detail why accounting information and financial statements are necessary
5. List and describe who are the users of accounting information and thereby justify the standardization process in the treatment thereof.
6. Identify the company's sources of financing
7. Read the economic and financial information of a company from its annual accounts and explain the economic facts that are cause and consequence of the same
8. Calculate the result of the exercise of the company
9. Analyze the profitability and economic and financial risk of a company, using basic calculation tools

3.Assessment (1st and 2nd call)

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

In the evaluation of the subject there will be two types of exam tests:

- Practical Evaluation Tests: they are theoretical-practical exercises, with a value of 70% of the final grade.

The evaluation criteria for these tests are the obtaining of results, analysis and interpretation of them.

- Theoretical Evaluation Tests, by answering questionnaires. The value is 30% of the final grade.

The Questionnaires will consist of brief open reponse question and/or multiple-choice questions.

The evaluation criteria for brief open reponse question are precisión and clarity in answering them.

For the development of both tests, a Continuous Assessment System and a Global Assessment System are proposed.

To opt for the continuous assessment system, the student must attend at least 80% of the course activities.

The student will pass the course if the final grade is equal to or greater than 50% of the 100 points of the subject

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process designed for the course is based on a strong interaction between the teacher and the student, through the division of work and the responsibilities of both.

The subject *Business* is thought of as an autonomous combination of contents, but organized in two fundamental and complementary ways, the understanding of the theoretical concepts of each didactic unit and the resolution and analysis of problems, through different activities.

In order to achieve the learning outcomes of this subject, the teaching organization will be developed through blocks of content:

- Block I: The Company and its Environment; it tries to give a general view of the concept of the company as a socioeconomic reality, as well as of the economy in a context in which the companies develop and interact generating wealth and growth in society
- Block II: Treatment and record of the economic and financial information; this question justifies the need for reading about the economic and financial information for endogenous and exogenous users of the company, as well as of the annual accounts as documents from which the economic and financial position of the company can be analyzed
- Block III: Results and Valuation of companies; it shows how to treat, to analyze and to interpret the economic and financial information of the company and its results with the study of profitability and risk functions

If classroom teaching were not possible due to health reasons, it would be carried out on-line.

4.2. Learning tasks

The course includes the following learning tasks:

- Theory session: The theoretical concepts of the subject are explained and illustrative examples are developed as a support to the theory when necessary
- Practice session: focused on the explanation, solution and discussion of practical cases that require a strong involvement of the student
- Tutored activities, programmed for the supervision of monitored work requiring a high level of advice by the teacher, as well as for the follow-up of the learning in which the teacher guides the students about the methodology of study necessary or more convenient for the assimilation of the aspects developed in each unit
- Individual tutorials: Those carried out giving individual, personalized attention to the teacher. They may be in person or online
- Reinforcement activities, through the learning virtual portal Moodle, in which cases and readings that reinforce the basic contents of the course will be suggested
- Autonomous activities of students to:
 - The study, understand and take in the theoretical and practical contents
 - Preparation of topics for debate in class and resolution of suggested problems
 - Preparation of written tests for Continuous and Global Assessment

4.3. Syllabus

The course will address the following topics:

Section I.

Topic 1. Economy. General concepts

Topic 2. The Company. Organizational System

Section II.

Topic 3. Introduction to financial decisions

Topic 4. Registration of the economic and financial information of the company

Topic 5. Annual accounts I

Topic 6. Annual accounts II

Section III

Topic 7. Structural analysis of the company

Topic 8. Economic analysis of the company

Topic 9. Financial analysis of the company

Topic 10. Analysis of the economic cycle of the company

4.4. Course planning and calendar

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the semester, in other words, 10 hours per week for 15 teaching weeks.

The summary of the temporary distribution of activities course would be as follows.

- Theory session (1,8 ECTS: 45 hours)
- Practice session (0,6 ECTS: 15 hours)
- Tutored activities (1,6 ECTS: 40 hours)
- Assessment task (0,2 ECTS : 5 hours)
- Autonomous work and study (1,8 ECTS: 45 hours)

The weekly distribution of the course from the Blocks of content would be as follows:

- Block I. Week 1 to Week 3
- Block II. Week 4 to Week 10
- Block III. Week 11 to Week 15

Compliance with the indicated timeframes is subject to change according to the learning pace of the students in each block and depending on any other circumstance justified and not expected at the beginning of the course.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the website and Moodle:

<https://eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

<https://moodle2.unizar.es>

The information concerning the timetable of the tutoring activities can be found at:

<https://eupla.unizar.es/la-eupla/directorio>

The dates of the final exams will be those that are officially published at:

<http://www.eupla.unizar.es/asuntos-academicos/examenes>

4.5. Bibliography and recommended resources

The materials to support the subject can be found in Moodle, at the reprography desk or will be handed out directly in the classroom.

The updated bibliography of the subject is consulted through the web page of the library.

http://biblos.unizar.es/br/br_citas.php?codigo=28804&year=2020