

## 28915 - Fundamentals of business administration

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 28915 - Fundamentals of business administration

**Faculty / School:** 201 - Escuela Politécnica Superior

**Degree:** 583 - Degree in Rural and Agri-Food Engineering  
437 - Degree in Rural and Agri-Food Engineering

**ECTS:** 6.0

**Year:** 2

**Semester:** Second semester

**Subject Type:** Basic Education

**Module:** ---

## 1.General information

### 1.1.Aims of the course

The subject and its expected results meet the following approaches and objectives:

The Basics of Business Administration course general objective students of the Degree in Agricultural Engineering and Rural know the main guidelines of operation of the company as a fundamental economic agent on the stage of the market economy.

This objective is aligned with Sustainable Development Goals (SDG) ( <https://www.un.org/sustainabledevelopment/es/>), contributing to the achievement of the following SDGs:

- GOAL 04: QUALITY EDUCATION
- GOAL 08: DECENT WORK AND ECONOMIC GROWTH

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

While the subject Fundamentals of Business Administration has an introductory and general character, keep in mind the usefulness of its contents for the future engineer in the development of their profession. In this sense, and as far as possible, the activities related to this subject will focus especially on those economic sectors closer to the level of the degree.

### 1.3.Recommendations to take this course

To take this course is recommended regular attendance, since the possibility to anticipate 60% of the grade by making some work during school period is proposed. In addition, it is recommended that students have a readiness for active participation in the classroom and to coordinate the study continued with the development of classes.

## 2.Learning goals

### 2.1.Competences

To pass the course, students will be more competent to ...

Specific skills:

Understand and apply the following concepts: business, institutional and legal framework of the company, organization and business management.

### 2.2.Learning goals

The student, for passing this subject, should demonstrate the following results ...

Interpret the meaning of key macroeconomic variables.

Understand what is the role played by companies in the context of the market economy.

Identify what are the main competitive forces from the (general and specific) business environment.

Distinguish the different strategic business guidelines as a tool for competitiveness in the different influences from the environment.

Knowing the main objectives of the functions of finance, production and marketing enterprises.

Know the basic guidelines in management and human resource management.

### **2.3.Importance of learning goals**

The different competences of this subject are important because they contribute to the basic knowledge of business management through the analysis of theoretical content and the development of practical activities in tune with the reality of agrifood engineering and rural. In addition, these skills contribute to development in the student fundamental skills such as reasoning, problem solving and critical thinking development.

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

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

The student must demonstrate that it has achieved the intended learning outcomes through the following evaluation activities

Evaluation Mode:

To overcome this course NOT modality of continuous evaluation is proposed. Instead, a global evaluation will be performed.

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

### **4.1.Methodological overview**

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as:

- THEORY 30 contact hours.
- PRACTICE 30 contact hours

### **4.2.Learning tasks**

The course includes the following learning tasks:

- Participatory classes:
  - 30h Theory: Exhibition, by the teacher, of the theoretical contents of the subject. Participation and involvement of students are encouraged.
  - 30h TROUBLE AND CASES related to the subject and PROJECTS.
- Academic tutoring:
  - Students will have the support and advice of the teacher in the schedule that will be discussed in advance.

### **4.3.Syllabus**

The course will address the following topics:

- LESSON 1: Fundamentals of Economics.
- LESSON 2: Business Administration: Environment Analysis and Strategy.
- LESSON 3: Investment and Financing.
- LESSON 4: Production and Marketing.
- LESSON 5: Human Resources Company.

Resources

For the development of the course, students will have different materials in the Moodle platform. These materials are useful for both theoretical and practical classes. Additionally, there are different support manuals available in the school library. It should also highlight the appropriate use of different internet resources to exemplify the contents with news, studies, reports, cases, company websites, etc

### **4.4.Course planning and calendar**

Schedule sessions and presentation of works

Given that the course will consist of 4 contact hours a week, 15 weeks, which consists of approximately one semester distribute allow 60 hours of classroom activities as follows:

Activity	Weeks	nº weeks	Hours/week	Hours/Activity
Theory	1 a 15	15	2	30
Problems, Cases and Project	1 a 15	15	2	30

The teaching of this subject will be held in the second semester of the course. Information detailed schedule of classes and tutoring is available to students.

#### 4.5. Bibliography and recommended resources

- BB** Bueno Campos, Eduardo. Curso básico de economía de la empresa : un enfoque de organización / Eduardo Bueno Campos . - 3a. ed. Madrid : Pirámide, DL. 2002
- BB** Empresa y economía industrial / coordinadores, Blanca de Miguel Molina y Joan Josep Baixauli Bauxauli ; autores, Francisco Mochón Morcillo... [et al.] Madrid : McGraw-Hill Interamericana de España, D. L. 2010
- BB** 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** Introducción a la economía y administración de empresas / Ana María Castillo Clavero (dir. y coord.) ; Isabel María Abad Guerrero... [et al.] Madrid : Pirámide, 2003
- BB** Manual de administración de empresas / Enrique Claver Cortés...[et al.] . - 4a. ed. Madrid : Civitas, 1998
- BC** 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
- BC** Dirección contable y financiera de empresas agroalimentarias / dirección y coordinación, Juan Francisco Juliá Igual, Ricardo J. Server Izquierdo . - [1ª ed.] Madrid : Pirámide, [1996]
- BC** Suárez Suárez, Andrés Santiago. Curso de economía de la empresa / Andrés S. Suárez Suárez. - 7a. ed., reimp. Madrid : Pirámide, D.L. 1996

The updated recommended bibliography can be consulted in:

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=28915>