Universidad Zaragoza

**Year : 2020/21**

# 30009 - Basic principles of business administration

## Syllabus Information

**Academic Year:** 2020/21
**Subject:** 30009 - Basic principles of business administration
**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura
**Degree:** 436 - Bachelor's Degree in Industrial Engineering Technology
**ECTS:** 6.0
**Year:** 1
**Semester:** First semester o Second semester
**Subject Type:** 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)

The assessment comprises producing and presenting a project (20%), lab classes (5%) and a written exam (75%). Projects are produced and presented by small groups of students and supervised by the teacher. This project-based learning (PBL) is a method that gives students a leading role through their active and critical participation in reaching the key aspects defined in the project. They actively practice teamwork skills. Lab classes are five computer practices related to the project. The written exam contains mainly problems but also theoretical questions.

Alternatively, students may opt for an overall evaluation by one final exam.

# 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 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 project (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 project: students in teams will develop a project about an investment or business plan. They will make a final public presentation. Students will also acquire and show teamwork skills. About 15 hours of dedication by student.

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.

## 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

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.

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

Link:
http://biblos.unizar.es/br/br_citas.php?codigo=30009&year=2019