

Academic Year/course: 2021/22

27401 - Business economics

Syllabus Information

Academic Year: 2021/22

Subject: 27401 - Economía de la empresa

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 417 - Degree in Economics

ECTS: 6.0

Year: 1

Semester: First semester

Subject Type: Basic Education

Module:

1. General information

1.1. Aims of the course

The goal of this course is to introduce and familiarize the students to the basic concepts, instruments and decisions related to management. To do this, the functional activities of a company will be analyzed, stressing the management tools that favor the company's efficacy and efficiency.

In this context, the first units are dedicated to clarifying some general concepts about the company; its environment and its scope. In fact, the first unit is devoted to a theoretical review of management thinking. Thus, the student has his/her first contact with the concept of business, and the environment in which it is located.

Once the student understands the concept of a company as an economic agent, the student is introduced to the functional areas of the organization, specifically, technical, financial and human resources areas. It is intended that the student learn the most important decisions to be taken in each of these areas. Additionally, it is important that the student learn to identify the variables that are most relevant in each case and apply some simple techniques to solve different problems.

Finally, the student should understand the managerial process as the process in which logistics is a core process that is designed and guided to reach proposed objectives. In this context, the importance of managing human resources to achieve maximum organizational efficiency is highlighted.

These approaches and objectives are aligned with the Sustainable Development Goals of the 2030 agenda (<https://www.un.org/sustainabledevelopment/en/>), contributing to some extent to their achievement (goal 4 : quality education; goal 5: gender equality; goal 8: decent work and economic growth).

1.2. Context and importance of this course in the degree

Business economics aims at providing the students with the fundamental knowledge and concepts of the management discipline, which subsequently will be developed in depth in the specific subjects within this area.

1.3. Recommendations to take this course

The course is of an introductory nature directed at establishing the fundamentals of management; therefore, there are no prerequisites for taking this course.

Students are strongly recommended to attend the lectures, to carry out the continuous work and to study on a regular basis.

2. Learning goals

2.1. Competences

After completing the course, the student will be competent in the following skills:

Specific skills:

Knowing the operations of all the functional areas of any company or organization and having the skills to perform any task

within these areas.

Understanding and applying professional standards and scientific rigour to solving economic, business and organizational situations.

Transversal skills:

Problem-solving.

Ability to analyse and synthesise. Decision-making.

Reasoning and autonomous learning. Putting theoretical concepts into practice.

2.2. Learning goals

To understand and explain the concept of a company, its scope, functions and importance within organisations.

To describe and integrate the basic concepts pertaining to a company's general administration and management and its functional areas, especially, related to the management of a company, its environmental analysis as well as the management of physical, technical, financial and human resources.

To apply simple models and techniques for solving problems in the areas of production, finance and human resources, identifying relevant variables.

To identify and describe the basic features and scope of the various leadership roles in the business: planning, organization, management and control.

To know and integrate the key elements of decision making.

2.3. Importance of learning goals

The content of this course is an introduction for the student as it offers a vision of the company from a global perspective. It is the foundation for other subjects that explain this material in more depth and apply it to the functional areas. This is the only subject in the degree that offers a general overview of a company. For this reason, it is important to understand the basic ideas and analyses covered in this course.

3. Assessment (1st and 2nd call)

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

In the first call, the evaluation system is as follows:

Individual exercises are due at the end of units 2, 3 and 4, to be submitted through the MultiEval application. The maximum total value of these exercises is 3 points (0.5 points for Unit 2 exercise, and 1.25 points for each of the other two).

A final exam scheduled in accordance with the official calendar of the Faculty. This final exam will consist of a multiple-choice test with 20 questions (for a value of 4 points) and numerical problems (for a value of 6 points) (*). It is required to obtain a minimum score of 1/3 of the score in each one of the parts (theory and practice) of the exam.

The grade of the first call will be the highest among (**):

- Option A: 100% of the grade obtained by the student in the final exam (out of 10 points).
- Option B: 70% of the mark obtained in the final exam (maximum 7 points out of 10) plus the mark of the MultiEvaes exercises delivered by the student throughout the semester (maximum evaluation 3 points out of 10).

In the event that the minimum score of 1/3 of the grade for each of the parts of the exam (theory and practice) is not reached, the grade obtained in the MultiEval exercises will not be taken into account as part of the overall grade and in no case may the overall grade be higher than 4.9.

In second call, the evaluation will be carried out by means of a global exam that will be held on the dates indicated in the calendar approved by the Faculty. This final exam will consist of a multiple-choice test with 20 questions (for a value of 4 points) and numerical problems (for a value of 6 points). The minimum grade necessary to pass the exam is 5. In addition, you must obtain at least 1 / 3 of the score of each part of the test (theory and practice). In the event that the minimum score of 1/3 of the grade for each of the parts of the exam (theory and practice) is not reached, the overall mark cannot be higher than 4.9.

These exams are expected to be carried out in person but if the health circumstances require it, they will be carried out semi-on-site or online. In the case of online assessment, it is important to note that, in any test, the student may be recorded, and he or she may exercise his or her rights by the procedure indicated in:

. https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the originality of the activities carried out. The detection of plagiarism or

copying in an activity will imply the rating of 0 points in it.

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. It is based on active participation, case studies, teamwork, etc. that favor the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, problem-solving tasks, text and paper discussions, autonomous work, tutorials, and assessment tasks.

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

4.2. Learning tasks

This 6 ECTS course is organized as follows:

Lectures (30 hours). During the classes, professors will explain the theoretical contents of the course. It is recommended to attend classes for an adequate understanding of the course contents.

Practice sessions (30 hours). During the classes, professors will explain the practical contents of the course. It is recommended to attend classes for an adequate understanding of the course contents.

Problem-based classes / Lab tools (ICT) / Seminars / Tutorials / Autonomous work (90 hours).

It is expected that classes will take place at the Faculty (offline). However, classes would take place online if it were necessary due to safety reasons.

4.3. Syllabus

UNIT 1.-THE COMPANY. CONCEPT AND THEORY

- 1.1 The company as an economic agent
- 1.2 Management theories
- 1.3 Company models. A company's internal resources
- 1.4 Types of companies

UNIT 2.-THE COMPANY AND THE ENVIRONMENT

- 2.1 Introduction
- 2.2 Analysis of the general environment
- 2.3 Analysis of the specific environment
- 2.4 Market study

UNIT 3 PHYSICAL, TECHNICAL AND TECHNOLOGICAL RESOURCES. MANAGEMENT,

- 3.1 Introduction
- 3.2 Types of production processes
- 3.3 Revenue and cost structure
- 3.4 Localization and distribution of plants
- 3.5 Planning, scheduling and project control
- 3.6 Supply management

UNIT 4 -. FINANCIAL RESOURCES MANAGEMENT

- 4.1 Introduction
- 4.2 Financial markets and the company
- 4.3 Management of investment resources
- 4.4 Management of funding resources

UNIT 5 -. MANAGEMENT PROCESS

- 5.1 The employer. Approaches and concept
- 5.2 The management process
- 5.3 Decision making in the managerial process
- 5.4 Human resources management
- 5.5 Practices and policies of human resources

4.4. Course planning and calendar

Course presentation: The first session will provide detailed information about some practical questions. We will clarify the evaluation criteria to be applied as well as the teaching methodology used in the theoretical and practical classes. We will briefly introduce the contents treated in the various topics covered by the course syllabus.

Individual exercises submission: The MultiEval application generates ad-hoc exercises for each student. These exercises will be delivered through the ADD on the established dates.

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 Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>)