

Academic Year/course: 2022/23

## 27401 - Business economics

### Syllabus Information

**Academic Year:** 2022/23

**Subject:** 27401 - Business economics

**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)

? Deliveries of 2 individual exercises through the MultiEval application at the end of units 3 and 4. The weighting of the grade obtained in each of these deliveries will be 10% of the final grade.

? Active participation in classes through group activities proposed by the teacher in the classroom. The weighting of the grade obtained through these activities will be 10% in the final grade.

? Comprehensive exam that consists of an exam that will be held on the dates indicated in the calendar approved by the center and that will contain theoretical questions (40% of the exam score) and practical questions (60% of the exam score) corresponding to the syllabus. The theoretical questions will be formulated through 20 multiple-choice questions and the practical questions will be several numerical problems. It is required to obtain at least 1/3 of the score of each of the parts (theory and practice).

In both calls, the final grade will be the highest between:

? 100% of the mark obtained by the student in the global exam (out of 10 points).

? 70% of the mark obtained in the global exam, plus the mark of the MultiEval exercises delivered by the student throughout the semester (20%), plus the mark obtained for active participation in classes through group practical exercises (10%).

In the event that the minimum of 1/3 of the score of each of the parts of the global exam is not reached (theory and practical exercises), the mark obtained in the MultiEval exercises or in the class activities will not be taken into account as part of the mark of the subject and in no case, the global grade may 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](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. During the development of these sessions activities involving active participation of students will be proposed.

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://moodle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>)