

Academic Year/course: 2022/23

30122 - Business economics

Syllabus Information

Academic Year: 2022/23

Subject: 30122 - Business economics

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

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 3

Semester: First semester

Subject Type: Compulsory

Module:

1. General information

1.1. Aims of the course

The main objective of the course is to present the student with the problems that surround the company, providing them with the necessary knowledge to understand the set of facts and economic phenomena that exist within the business activity and their participation in business management.

With this course, the student must know the basic economic elements that allow him to understand the economic-financial planning process and use concepts and tools that allow the analysis of business management and help in economic decision-making.

These approaches and objectives are in line with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the course learning outcomes provides training and competence to contribute to their achievement to some degree.

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance, with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead

Goal 16: Promote just, peaceful and inclusive societies

16.6 Develop effective, accountable and transparent institutions at all levels

1.2. Context and importance of this course in the degree

The Business Economics course is part of the Degree in Engineering in Industrial Organization. It is a third year subject, located in the fifth semester 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 provide the student with a management and leadership profile to achieve better skills and specific or general skills to improve their competitiveness.

Knowledge of business economics helps to develop skills and competencies applicable to many activities and provides students with greater added value and makes them more suitable for the job market.

1.3. Recommendations to take this course

It's recommended that students taking this subject keep in mind the knowledge acquired in the first year Business Administration Fundamentals course. As well as having computer knowledge of data processing with a spreadsheet at the user level.

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:

C03. Ability to combine general and specialized engineering knowledge to generate innovative and competitive proposals in professional activity.

C04. Ability to solve problems and take decisions with initiative, creativity and critical reasoning.

C08. Ability to analyze and evaluate the social and environmental impact of technical solutions that act with ethics, professional responsibility and social commitment, always seeking quality and continuous improvement.

Specific Competences

C23. Applied knowledge of business organization.

C26. Knowledge of the economic foundations of internal organization and business strategy.

2.2. Learning goals

1. Ability to carry out an internal analysis of the company, in order to detect its unique resources and enhance them
2. Ability to analyze the results of the company and put them in relation to the strategy and economic analysis of the company
3. Understand the different variables and decision horizons in the company and their interdependencies
4. Relate the different decisions in economic and financial matters
5. Devise a company strategy based on the environment conditions
6. Identify the company's sources of financing
7. Ability to read the financial information of a company from its annual accounts and to explain the economic facts that are cause and consequence of the same
8. Ability to create and capture value through the company's strategy

2.3. Importance of learning goals

In the development of his profession, the graduate will come into contact with the world of business and its organization and will move in an economic environment. For this reason, knowledge of economic and financial planning, its key concepts, terminology, and understanding of the consequences and implications that arbitrary decisions and uncontrolled variables of the economic environment have on the management and future of the company are relevant. Knowledge that will help you in your future career to develop skills to detect and propose technical, economic and financial changes in business development to achieve and maintain economic and financial viability over time.

3. Assessment (1st and 2nd call)

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

The course consists in doing an economic-financial planning practice. To evaluate the subject there are two types of tests.

Practical Assessment Test:

- Exams in Excel on business planning. The value is 15% of the course
- Final Planning Project. The value is 40% of the course.

The evaluation criterion for this test is the correct functioning and interrelation of the information contained in the spreadsheets.

Theoretical Assessment Tests to evaluate the degree of assimilation and understanding of all the concepts worked on in the subject.

- **Questionnaire** on the contents of the course. The questionnaire will consist of short open-ended questions and/or multiples choice questions. The value of the test is 40% of the course

The evaluation criteria for the open answer questions include the precision, relevance and clarity of the answers.

- **Economic report.** Explanatory document for the planning work. The value of the test is 5% of the course.

For the development of both tests, an optional Continuous Assessment System is proposed, in addition to the Global Assessment System.

Continuous evaluation is recommended and to qualify for it, it is required:

- A minimum attendance of 80% to the activities of the semester
- The delivery of the all elements of evaluation.

The student will pass the course if the final grade is equal to or greater than 5 of the 10 points of the subject

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

To achieve the learning results the subject of Business Economics, is conceived as an autonomous combination of contents, but organized in two fundamental and complementary ways, the understanding of theoretical concepts and the implementation of them in the simulation of an economic and financial plan in a changing environment and close to reality.

To prepare the planning work, each student must simulate the activity of a company chosen by him. To do this, you must enter economic and financial information into a computer program with linked spreadsheets, in order to analyze the forecast of the economic result generated by the company, its liquidity and its financial position.

To do the planning work, the teacher will explain and resolve doubts about the theoretical and practical contents necessary to develop economic and financial planning in a company.

The approach, methodology and assessment of this guide are intended to be the same for any teaching scenarios. They will be adapted to the social-health situation at any particular time, as well as to the instructions given by the authorities concerned.

4.2. Learning tasks

Along the semester the following activities will be developed:

- Theory session: The theoretical concepts of the subject are explained and illustrative examples are developed as 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 guide 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 of 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:
 - Study, understand and take in the theoretical and practical contents
 - Preparation of topics for debate in class and resolution of suggested problems.
 - Preparation of tests for Continuous and Global Assessment

4.3. Syllabus

- Unit 1. Starting Balance Sheet
- Unit 2. Investment Amortization Planning
- Unit 3. Setting Sales Forecasts
- Unit 4. Production Requirements Planning
- Unit 5. Purchase Requirements Planning
- Unit 6. Table of Staff Costs
- Unit 7. Personnel Cost Planning
- Unit 8. Relations with Public Administrations: IRPF and Social Security
- Unit 9. Relations with Public Administrations: IVA
- Unit 10. Planning for long-term external Financing Needs
- Unit 11. Cash Management Scorecard
- Unit 12. Income Statement
- Unit 13. Balance Sheet

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.

Theoretical and practical session (2,4 ECTS: 60 hours)

Tutored activities (1,6 ECTS: 40 hours)

Assessment task (0,2 ECTS : 5 hours)

Autonomous work and study (1,8 ECTS: 45 hours)

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://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=30122>