Universidad Zaragoza

Academic Year/course: 2023/24

29509 - Business Organization and Management

Syllabus Information

Academic year: 2023/24
Subject: 29509 - Business Organization and Management
Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia
Degree: 625 - Bachelor's Degree in Industrial Processes' Data Engineering
ECTS: 6.0
Year: 1
Semester: First semester
Subject type: Basic Education
Module:

1. General information

Goals:

Knowledge and use of basic business tools. In particular:

- To understand economic phenomena and business reality.
- To know an economic and business glossary.
- To know the structure and the different functional areas of the company.
- Explain the company's relationship with its environment.
- Analyze the economic and financial activity of the company.

These objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (https://www.un.org/sustainabledevelopment/es/):

Goal 4: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all . Specific targets: 4.3, 4.4

Sense of the subject:

To understand the functioning of the company, showing the existing connections between its parts and with the environment.

2. Learning results

- Economically evaluate investment projects.
- Identify the company's sources of financing
- Analyze the company from an economic and financial point of view
- Identify the marketing function of the company and know key aspects of the market.
- Analyze the competitive forces that condition the environment.
- Recognize the strategic process as a tool for competitiveness

3. Syllabus

Block I. Introduction to economics and business

Block II. Management and organization of the company

Block III. Marketing

Block IV. The economic-financial function

Block V. Introduction to the productive function

4. Academic activities

Face-to-face activities:

Theoretical and practical classes (60 hours - 2.4 ECTS): Theoretical concepts, examples and practical exercises will be explained and developed.

Non-face-to-face activities:

- Supervised work (10 hours - 0,4 ECTS): Focused on work/projects, individually or in groups.
- Problems, quizzes and debates (10 hours - 0,4 ECTS): Focused on the realization of problems and preparation of debates.
- Tutorials (10 hours - 0,4 ECTS): Face-to-face or virtual.
- Autonomous work (60 hours - 2,4 ECTS): Focused on the study of the contents.

On the Moodle platform, all questions related to the subject will be displayed and raised, including dates of continuous assessment exams.

5. Assessment system

The Continuous Assessment method is considered to be the most in line with the guidelines of the EHEA framework. If the student does not pass in this way, he/she will have two additional exams to do so.

Continuous Assessment:

To opt for this modality it will be necessary to attend at least 80% of the face-to-face or virtual activities: classes, internships, visits, lectures....

It involves the completion of two exams, each with a weighting of 50%, to solve questions related to the contents of the subject.

In order to pass the subject by continuous assessment it is necessary to obtain an average grade equal or higher than 5 between the two exams, as well as a grade higher than 4 in each of the separate exams.

Global Assessment:

The student will be able to take, in the way and in the term that the center considers, a Global Assessment in calling, as opposed to the Continuous Assessment. It will consist of a single global test with which 100% of the grade will be evaluated. It will include the content of all the syllabus, by means of theoretical and practical questions of the same type and maintaining the same correction criteria as those of the Continuous Assessment.