

## 29808 - Basic principles of business administration

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 29808 - Basic principles of business administration

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 440 - Bachelor's Degree in Electronic and Automatic Engineering  
444 - Bachelor's Degree in Electronic and Automatic Engineering

**ECTS:** 6.0

**Year:** 1

**Semester:** 107-First semester

430-First semester o Second semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The goal of the subject is to present the basic economic principles of companies, highlighting the set of activities and elements that form them, and analysing their main functional areas. The aim is for the student to understand the importance of information for the proper functioning of companies and their way of relating to and facing the opportunities and threats of the environment.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es>), in such a way that the acquisition of the learning results of the subject provides training and knowledge, skills and competencies to contribute in a certain extent to their achievement:

- Goal 8: Decent Work and Economic Growth

### 2. Learning results

- Identify the behaviour of economic agents
- Explain the effects of information on the behaviour of economic agents
- Know the concept of the company, institutional and legal framework of the company
- Classify the legal forms within which the business activity is carried out
- Define the parts and functions of the company
- Functional organization of the company's activities
- Differentiate between the various business organizational structures
- Identify the human capital in the company
- Understand the company's business function and strategy. Make decisions on communication, distribution, product and price based on the company's overall strategy.
- Economically evaluate investment projects
- Identify the company's sources of financing
- Analyse the company from an economic and financial point of view
- Recognize the strategic process as a tool for competitiveness
- Analyse the competitive forces that condition the company's competitive environment and future

### 3. Syllabus

#### **PART I. COMPANY AND INFORMATION**

Unit 1: Economy and business

Unit 2: The creation of a company

Unit 3: Company and environment

Unit 4: The Economic-Financial Structure of the Company

#### **PART II. FUNCTIONAL AREAS OF THE COMPANY**

*Part II.1. The financial function*

Unit 5: Financial operations

Unit 6: Investment decisions

Unit 7: Financing decisions

*Part II.2. The commercial function*

Unit 8: The company's commercial activity

*Part II.3. The management function*

Unit 9: The decision making process

Unit 10: The company's management process

#### 4. Academic activities

**Master classes** (30 hours)

**Problem solving** (15 hours)

**Practical laboratory classes** (12 hours) [0 hours for students opting for global assessment]

**Completion of a practical group work** (30 hours) [0 hours for students opting for global assessment] Effective personal study (60 hours) [100 hours for students who opt for global assessment]

**Assessment test** (3 hours) [5 hours for students who opt for global assessment]

#### 5. Assessment system

##### GLOBAL ASSESSMENT

In this modality, students will take a single test at the end of the term for 100% of the grade of the subject . This test may include questions from the entire syllabus.

##### ALTERNATIVE EVALUATION

In this modality, students will be evaluated through three types of activities:

1. **Elaboration and subsequent presentation of a tutored group work** related to entrepreneurial activity and the creation of the grade)
2. **Performance of six computer practices**, where the students will apply the knowledge acquired in the theory classes to solve problems (5% of the grade)
3. **Reduced final test** in which topics 2 and 4 are excluded (75% of the grade)

To access the alternative assessment it will be essential to have completed the work and at least 5 of the 6 practices. If only 5 practices are completed, an alternative assessment can be used, but losing 5% of the grade corresponding to the practice. To pass, the student must obtain at least a 3.25 out of 7.5 points on the reduced final test.

##### Qualification bonus [optional]

For the completion of an *online* course in information competences given by the Library of the center (additional 5%).