

## 30104 - Business Administration: the Basics

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30104 - Business Administration: the Basics

**Faculty / School:** 175 - Escuela Universitaria Politécnica de La Almunia  
179 - Centro Universitario de la Defensa - Zaragoza

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

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The main objective is the knowledge and use of basic economic instruments aimed at the business world. In particular, it is intended:

- Understanding economic phenomena.
- To bring the business reality closer to the future engineer.
- To know a basic economic and business glossary.
- Interpret economic-financial information.
- To use concepts and tools that allow the analysis of business management, as well as the adoption of measures in this regard.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the UN Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>): SDG-8 (targets 8.2., 8.4.), SDG-16 (target 16.6), SDG-17; in such a way that the acquisition of the subject learning outcomes provides training and knowledge, skills and competencies to contribute to some extent to their achievement.

### 2. Learning results

1. Identify the behavior of economic agents
2. Explain the effects of information on the behavior of economic agents
3. Know the concept of the company, institutional and legal framework of the company
4. Classify the legal forms within which the business activity is carried out
5. Define the parts and functions of the company
6. Functional organization of the company's activities
7. Differentiate between the various business organizational structures
8. Identify the human capital in the company
9. Identify the marketing function of the company
10. Economically evaluate investment projects.
11. Identify the company's sources of financing
12. Analyze the company from an economic and financial point of view
13. Recognize the strategic process as a tool for competitiveness.
14. Analyze the competitive forces that condition the company's competitive environment and future

### 3. Syllabus

#### DEFENSE PROFILE

Unit 1. Introduction to Economics and Business.

Unit 2. The Administration: Institutional Aspects.

Unit 3. The Company's Management Process.

Unit 4. The Decision Making Process.

Unit 5. The Economic-Financial Information of the Company.

Unit 6. Valuation of Financial Operations.

Unit 7. Investment Decisions.

Unit 8. Financing Decisions.

## COMPANY PROFILE

### Block I - The company and its environment

Unit 1. The Economy. General Concepts

Unit 2. The Company as an Organizational System

### Block II - Treatment and record of economic-financial information

Unit 3. Introduction to financial decisions

Unit 4. Recording of the company's economic and financial information

Unit 5. Annual accounts I

Unit 6. Annual accounts II

### Block III - Company Analysis and Valuation

Unit 7. Structural analysis of the company

Unit 8. Economic analysis of the company

Unit 9. Financial analysis of the company

Unit 10. Analysis of the company's short-term internal cycle

## 4. Academic activities

### DEFENSE PROFILE

**Lectures (67%):** sessions of theoretical exposition and resolution of representative problems.

**Practical sessions in the classroom (25%):** problem solving sessions, exposition and discussion of practical cases.

**Evaluation tests (8%):** continuous assessment tests.

**Tutored activities:** tutored exercises and case studies distributed throughout the weeks of the semester.

**Autonomous student activities:** spread throughout the weeks of the semester.

### COMPANY PROFILE

Lectures, 28h: Sessions of theoretical exposition and resolution of representative problems

**Classroom practices, 31h:** Problem-solving sessions, presentation and discussion of practical cases

**Evaluation tests, 6h:** Tests in Continuous Assessment

**Tutored activities, 40h:** Tutored exercises and case studies distributed throughout the semester

**Autonomous student activities, 45h:** For autonomous study

## 5. Assessment system

### DEFENSE PROFILE

The student must demonstrate achievement of the learning results by:

#### FIRST CALL

Continuous Assessment (CA):

- Midterm Exam 1, EP1 (45%). Topics 1 to 4. The part corresponding to topics 1 to 3 will consist of theoretical questions and theoretical-practical open-ended questions and/or multiple-choice multiple-choice multiple-choice multiple-choice questions. The part corresponding to topic 4 will consist of solving problems and theoretical-practical questions.

- Midterm Exam 2, EP2 (15%). Topic 5 by solving problems and theoretical-practical questions.

- Midterm Exam 3, EP3 (40%). Topics 6, 7 and 8 by solving problems and theoretical-practical questions.

The final CA grade (100%) is:  $0,45*EP1+0,15*EP2+0,4*EP3$ .

#### **Global Test**

Students who do not pass the subject by CA or who would like to improve their grade, will have the right to sit for the global test, prevailing, in any case, the best of the grades obtained.

This global test will have the same characteristics as those of the CA (topics 1 to 8); i.e., questions of a theoretical nature, problem solving and theoretical-practical questions.

#### SECOND CALL

Students who do not pass the subject in the first exam may sit for this global exam, which will be equivalent to the first call.

Instrument from	Weighting	RA-1	RA-2	RA-3	RA-4	RA-5	RA-6	RA-7	RA-8	RA-9	RA-10 h	RA-11	RA-12	RA-13	RA-14
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#### **Assessment**

EP-1	45%	X	X	X	X	X	X	X	X	X	X	X	X
EP-2	15%	X			X	X					X	X	
EP-3	40%	X				X				X	X	X	

### COMPANY PROFILE

An optional Continuous Assessment System is proposed, in addition to the Global Assessment System.

**Continuous Assessment System** contains practical and theoretical tests at the end of each content block.

- **Practical tests**, involving the resolution of theoretical and practical exercises. 70% of the final grade

The assessment criteria are the obtaining of results, analysis and interpretation of the results

- **Theoretical tests**, with short open-answer and multiple-choice questionnaires.

30% of the final grade

The assessment criteria for open-ended questions include the accuracy, relevance and clarity of the answer

Eligibility **requirements**:

- Participation in all the evaluative tests that comprise it, obtaining in each one of them a minimum grade of 30% of its assessment.
- Minimum attendance at 80% of the semester's face-to-face activities
- Passing the subject by Continuous Assessment requires obtaining 50% of the 100 points in which the subject is assessed

**Global Assessment System** corresponds to a single exam in an official call, in which the same type of tests and the same evaluation criteria as those mentioned for the Continuous Assessment will be posed.