

## 30173 - Business economics

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30173 - Business economics

**Faculty / School:** 179 - Centro Universitario de la Defensa - Zaragoza

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

**ECTS:** 4.5

**Year:** 3

**Semester:** Second semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The objective of the subject is to understand the functioning of markets, the price formation process and the strategic behaviour of companies, taking into account that this behaviour is different according to the type of market structure in which they are located

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>): health and well-being (goal 3), decent work and economic growth (8), industry, innovation and infrastructure (9), and responsible production and consumption (12); so that the acquisition of the learning results of the subject provides training and knowledge, skills and competencies to contribute to some extent to their achievement.

### 2. Learning results

1. Knows the principles of human behaviour from an economic perspective.
2. Knows the economic fundamentals of allocation mechanisms. The market as allocator, efficiency and inefficiency.
3. Understands the relationship between market structures, business behaviour and (private and social) outcomes.
4. Devises a company strategy based on the conditions of the environment.
5. Conceives the role of industrial policy.
6. Understands the different variables and decision horizons in the company and their interdependencies.
7. Is capable of creating and capturing value through the company's strategy.
8. Is able to perform an internal analysis of the company, in order to detect its unique resources and enhance them.
9. Is able to analyse the company's results and relate them to the company's strategy and economic analysis

### 3. Syllabus

Unit 1: Economic behaviour: elements of demand.

Unit 2: Basic elements of the offer.

Unit 3: Market and competitive analysis.

Unit 4: Imperfect competition and strategic behaviour.

### 4. Academic activities

**Lectures:** presentation of the theoretical foundations of the content of the subject and the most important methods for solving problems and practical cases. In these classes, the participation of the students will be encouraged.

**Problem classes:** numerical problem solving and case analysis. The students will be able to be protagonists, being the ones

who solve (in public) the problems posed.

**Reading list:** academic articles, press releases and case studies, preferably in English.

**Evaluation activities:** preparation and performance of the assessment tests.

**Personal study and work; tutoring.**

## 5. Assessment system

### FIRST CALL

Continuous assessment:

There will be two written tests, the first one (50%) on topics 1 and 2 and the second one (50%) on topics 3 and 4, which will combine theory and theoretical-practical questions (at least 30% of the grades) and numerical problems and cases (up to 70% of the grade)

Global test:

Students who do not pass the subject by continuous evaluation or who would like to improve their grade, may take a global test, with the best of the grades obtained prevailing. It will consist of a written test similar to the continuous evaluation tests.

### SECOND CALL

Global test:

Students who do not pass the subject in the first call may sit for this global exam. It will consist of a written test similar to those of the first call.

### ASSESSMENT CRITERIA

The quality of the written communication will be valued, as well as the correctness and accuracy of the results and reasoning. In all cases, the student must obtain a final grade greater than or equal to 5 to pass the subject.

### INSTRUMENTS vs. LEARNING RESULTS (RA)

<b>Assessment instruments:</b>	<b>RA.1</b>	<b>RA.2</b>	<b>RA.3</b>	<b>RA.4</b>	<b>RA.5</b>	<b>RA.6</b>	<b>RA.7</b>	<b>RA.8</b>	<b>RA.9</b>
Written test:	X	X	X	X	X	X	X	X	X