

30201 - Basic principles of business administration

Syllabus Information

Academic year: 2023/24

Subject: 30201 - Basic principles of business administration

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura
326 - Escuela Universitaria Politécnica de Teruel

Degree: 439 - Bachelor's Degree in Informatics Engineering
443 - Bachelor's Degree in Informatics Engineering

ECTS: 6.0

Year: 1

Semester: First 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 analyzing their main functional areas.

These approaches are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es>), specifically SDG 8: Decent Work and Economic Growth

2. Learning results

- Understand what a company in the ICT industry is
- Understand the different business models that may exist in the ICT sector
- Identify and explain the importance of information and informatics for economic agents
- Know the concept of a company, institutional and legal framework of companies
- Can distinguish between the legal forms within which the business activity is carried out
- Know the parts and functions of the company and know how to functionally organize the activities of a company
Difference between the various corporate organizational structures
- Learn about the human capital needs of companies in the ICT sector
- Identify the marketing function of the companies in the ICT sector
- Economically evaluate investment projects
- Distinguish the company's sources of financing
- Know the strategic process as a tool for competitiveness and how to analyze the competitive forces that condition the competitive environment and future of companies in the ICT sector.
- Can explain the importance of ICT for improving productivity in companies in other sectors

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

Lectures (30 horas)
Problem solving (15 hours)
Practical laboratory classes (12 hours) [0 hours in case of global assessment]
Completion of a practical group work (30 hours) [0 hours in case of global assessment]
Effective self-study (60 hours) [100 hours in case of global assessment]
Evaluation test (3 hours) [5 hours in case of global assessment]

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Lectures (30 horas)
Problem solving (15 hours)
Practical classes (10 hours)
Group practical work (22 hours)
Personal study (70 hours)
Evaluation test (3 hours)

5. Assessment system

GLOBAL ASSESSMENT

Single test in official call (100% of the grade)

ALTERNATIVE ASSESSMENT

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 a company (20% of the grade)
2. **Performance of six computer practices**, where the students will apply the knowledge acquired in the theory classes to solve a series of 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 practicals. If only 5 practices are completed, an alternative assessment can be used, but losing 5% of the grade corresponding to the practice. To pass, you must obtain at least a 3.25 out of 7.5 points on the final test reduced.

Qualification bonus [optional]

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

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GLOBAL ASSESSMENT

Single test in official call (100% of the grade).

ALTERNATIVE ASSESSMENT

1. **Preparation and subsequent presentation of a tutored group work** (20% of the grade)

2. **Performance of practices** (5% of the grade)

3. **Reduced final exam** in official call, in which topics 2 and 4 are excluded (75% of the grade)

In order to access the alternative assessment, it is essential to have completed the work and the practice