

29808 - Basic principles of business administration

Syllabus Information

Academic year: 2024/25

Subject: 29808 - Basic principles of business administration

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

326 - Escuela Universitaria Politécnica de Teruel

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: 440-First semester o Second semester

107-Second semester

444-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 analyzing 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.

2. Learning results

- Know the concept of company, entrepreneur, institutional and legal framework of the company, as well as the main legal forms within which business activity is carried out.
- Analyze the competitive forces that condition the environment and the present and future of the company, and recognizes the main market structures.
- Analyzes the company from the economic and financial point of view, knowing the mechanisms of generation of information in the company and its influence on the behavior of economic agents.
- Define and integrate the basic concepts related to the administration and general management of the company and its functional areas, especially those that have to do with the management of the company and its organizational structure and the management of physical, technical, financial and human resources.
- Understand the mechanisms of decision making in the management of the company and makes decisions that solve problems in situations of uncertainty and risk.
- Economically evaluate investment projects based on the identification of the cash flows generated by them.
- Identify the main sources of financing for the company; and through a comparative analysis of their cost, the best options for the company.
- Understand the company's commercial function and strategy and make decisions on communication, distribution, product and price based on the company's overall strategy.

3. Syllabus

Part I. Company and information.

- Unit 1: Economics 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. The 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 commercial activity of the company.

Part II.3. The management function

- Unit 9: The decision making process.
- Unit 10: The company's management process.

4. Academic activities

Río Ebro Campus (Zaragoza).

- Lectures (30 horas).
- Problem classes (15 hours).
- Practical laboratory classes (12 hours) (0 hours for students who opt for global assessment).
- Completion of a practical group work (30 hours) (0 hours for students who opt for global assessment).
- 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]

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- Lectures (30 hours).
- Problem classes (18 hours).
- Practical classes (12 hours).
- Personal study (87 hours).
- Assessment tests: 3 hours.

5. Assessment system

Río Ebro Campus (Zaragoza).

Assessment throughout the semester. In this modality, students will be evaluated through three types of activities:

- Elaboration and subsequent presentation of a tutored group work related to entrepreneurial activity and the creation of a company (20% of the grade)
- 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)
- Reduced final exam in which topics 2 and 4 are excluded (75% of the grade), to be held on the date established for the official exam.

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.

Global assessment: In this modality, students will take a single test at the end of the semester for 100% of the grade of the subject on the dates established for the official exams. This test may include questions from the entire syllabus.

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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Assessment throughout the semester.

1. Practical work (25% of the grade).
2. Reduced final exam in official call, in which subjects 2 and 4 are excluded (75% of the grade).

To access the alternative assessment it will be essential to have completed the practices.

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

Qualification bonus (optional): In the first weeks of the term, an online course on information competencies will be offered by the Library of the University of Zaragoza. It grants up to an additional 5%.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth