

30104 - Business Administration: the Basics

Syllabus Information

Academic year: 2024/25

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.

DEFENCE PROFILE:

The curriculum is in the process of being phased out. The content of this teaching guide is the same as that of the 2023-2024 academic year. It can be consulted on this same website by selecting the aforementioned academic year at the top.

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

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

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

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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

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.

6. Sustainable Development Goals

5 - Gender Equality

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption