

## 30173 - Business economics

### Syllabus Information

**Academic year:** 2024/25

**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 course is to understand the functioning of markets, the process of price formation and the strategic behavior of companies, taking into account that this behavior is different according to the type of market structure. This objective is in line with several Sustainable Development Goals of the United Nations 2030 Agenda (see section 6 below) in such a way that the acquisition of the course learning outcomes provides training and knowledge, skills and competence to contribute to their achievement to some degree.

### 2. Learning results

1. Knows the principles of human behavior from the economic perspective.
2. Knows the economic fundamentals of allocation mechanisms (the market as allocator, efficiency and inefficiency, etc).
3. Understands the relationship between market structures, company behavior and results (private and social).
4. Designs a company strategy based on environmental conditions.
5. Conceives the role of industrial policy.
6. Includes the different variables and decision horizons in the company and its interdependencies.
7. Is able to create and capture value through the company's strategy.
8. Is able to perform an internal analysis of the company, in order to detect their unique resources and enhance them.
9. Is able to analyze the results of the company and put them in relation with the strategy and economic analysis of the company.

### 3. Syllabus

Topic 1. Economic Behavior and Consumers' Demand.

Topic 2. Basic Elements of Supply: Profit and Cost Functions.

Topic 3. Competitive Markets.

Topic 4. Strategic Behavior and Imperfect Competition.

### 4. Academic activities

**Traditional lectures:** In which the theoretical foundations of the main contents and the most important methods for solving numerical problems are presented. The student participation will be encouraged.

**Practical sessions:** In which we will solve problem sets and analyze study cases. As far as possible, we will require students to expose their work in public.

**Reading List:** Academic papers, economic press articles, and study cases on firm competition, strategic behavior, market price dynamics, and related issues. The documents in this list will be written in English preferably.

**Evaluation activities:** Preparation and realization of the exams.

**Individual study and tutorials.**

### 5. Assessment system

#### FIRST CALL

#### Continuous assessment:

Two written tests will be conducted, the first (50%) on topics 1 and 2 and the second (50%) on topics 3 and 4. Each test will combine questions concerning theoretical concepts and models (at least 30%) and problem-solving questions (up to 70%).

**Final Exam:**

The students who do not pass the subject by continuous assessment or who would like to improve their grades, will have the right to take a Final Exam, prevailing the best of both grades. This Final Exam will consist of a written test similar to the continuous assessment tests.

## SECOND CALL

### Final Exam:

The students who do not pass the subject in the first call may take this Final Exam. It will consist of a written test similar to the continuous assessment tests.

### ASSESSMENT CRITERIA

The register and style of writing will be assessed, as well as the correctness and precision of the results and reasoning carried out. To pass the subject, the student's final grade must be equal to or greater than 5.

### INSTRUMENTS vs. LEARNING RESULTS (LR):

Assessment instrument	LR.1	LR.2	LR.3	LR.4	LR.5	LR.6	LR.7	LR.8	LR.9
Written test	X	X	X	X	X	X	X	X	X

## 6. Sustainable Development Goals

8 - Decent Work and Economic Growth

9 - Industry, Innovation and Infrastructure

12 - Responsible Production and Consumption