

30309 - Basic principles of business administration

Syllabus Information

Academic year: 2024/25

Subject: 30309 - Basic principles of business administration

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 581 - Bachelor's Degree in Telecommunications Technology and Services 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. 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

- Identify the behavior of economic agents
- Explain the effects of information on the behavior of economic agents
- Know the concept of the company, institutional and legal framework of the company
- Classify the legal forms within which the business activity is carried out
- Define the parts and functions of the company
- Functional organization of the company's activities
- Differentiate between the various business organizational structures
- Identify the human capital in the company
- Understand the company's business function and strategy. Make decisions on communication, distribution, product and price based on the company's overall strategy.
- Economically evaluate investment projects
- Identify the company's sources of financing
- Analyze the company from an economic and financial point of view
- Recognize the strategic process as a tool for competitiveness
- Analyze the competitive forces that condition the company's competitive environment and future

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 for students opting for global assessment]

Completion of a practical group work (30 hours) [0 hours for students opting for global assessment]

Effective 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]

5. Assessment system

GLOBAL ASSESSMENT

In this modality, students will take a single test at the end of the term for 100% of the grade of the subject . This test may include questions from the entire syllabus.

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%).

6. Sustainable Development Goals

8 - Decent Work and Economic Growth