

39722 - Business economics

Syllabus Information

Academic year: 2024/25

Subject: 39722 - Business economics

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 608 -

ECTS: 6.0

Year: 5

Semester: First semester

Subject type: Compulsory

Module:

1. General information

The main objective is the knowledge and use of basic economic instruments that allow the student to manage a company, from the planning of material and human resources, to the generation of the product and the setting of prices. To achieve this, a simulation work will be developed with spreadsheets that reflect the interconnection of all the operational areas of the company and the effects of the variability of the environment.

2. Learning results

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

3. Syllabus

Unit 1. Asset position

Unit 2. Investment depreciation methodology

Unit 3. Sales forecast analysis

Unit 4. Planning of production requirements

Unit 5. Planning of purchasing requirements

Unit 6. Planning in the Procurement Area

Unit 7. Planning operating overhead

Unit 8. Planning staff expenses

Unit 9. Economic and financial implications of taxes: Personal Income Tax and Social Security

Unit 10. Economic and financial implications of taxes: VAT

Unit 11. Planning of financing requirements

Unit 12. Analysis of the cash flow statement

Unit 13. Income Statement Analysis

Unit 14. Balance Sheet Analysis

4. Academic activities

Master classes, 25h: Sessions of theoretical exposition and resolution of representative and simulation problems

Classroom practices, 34h: Class work sessions, simulation problem solving and discussion of case studies

Evaluation tests, 6h: Tests in Continuous Assessment

Tutored activities, 40h: Tutored exercises and case studies distributed throughout the semester

Autonomous student activities, 45h: For personal study

5. Assessment system

An optional Continuous Assessment System is proposed, in addition to the Global Assessment System.

Practical Tests

- Spreadsheet tests on pension statements. 15% of the final grade
- Final work on the planning of a production company, in interconnected spreadsheets based on linked forecasting statements. 25% of the final grade

Evaluation criteria: Correct functioning and interrelation of planning the information

Theoretical Tests

- Questionnaires with short open-ended and/or multiple-choice questions. 55% of the final grade.

Evaluation criteria for open-ended questions: Accuracy, relevance and clarity in your response

- Explanatory report, which collects and analyzes the data processing and environmental variables taken into consideration in the planning work. 5% of the final grade

Continuous Assessment Requirements:

- Minimum attendance at 80% of classroom activities
- Participation in all the evaluative tests of the semester
- Delivery of the Planning Work in spreadsheet and the Explanatory Report

The **Global Evaluation System** corresponds to the two official calls of the course, consisting of the same type of tests and evaluation and delivery criteria as those mentioned in Continuous Assessment.

6. Sustainable Development Goals

5 - Gender Equality

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption