Universidad Zaragoza

**Academic Year of Degree: 2026/27**

# 29808 - Basic principles of business administration

## Teaching Plan Information

**Academic year:** 2026/27
**Subject:** 29808 - Basic principles of business administration
**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura
326 - Escuela Universitaria Politécnica de Teruel
**Tipo de enseñanza:** In person
**Ambit:** Electrical engineering, electronic engineering and telecommunications engineering
**Degree:** 440 - Bachelor's Degree in Electronic and Automatic Engineering
444 - Bachelor's Degree in Electronic and Automatic Engineering
664 - Bachelor Degree in Electronics and Automation Engineering
676 - Bachelor's Degree in Electronic and Automatic Engineering
**ECTS:** 6.0
**Year:** 1
**Semester:** 676-Second semester
440-First semester o Second semester
664-Second semester
107-Second semester
444-Second semester
**Subject type:** Basic Education
**Module:** Empresa
**Ámbito de conocimiento de asignatura:** Electrical engineering, electronic engineering and telecommunications engineering

## 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.

This subject serves as a benchmark for assessing the following cross-disciplinary skills of the "UNIZAR 1+5 Seal": (UZ3) Emotional intelligence (Campus Río Ebro de Zaragoza and Campus Teruel) and (UZ1) Teamwork (Campus Teruel)
Further information at:

https://competenciastransversales.unizar.es/

https://cifice.unizar.es/apoyo-competencias-transversales

## 2. Learning results

- CON-02. Adequate knowledge of the concept of enterprise, institutional and legal framework of the enterprise. Organization and management of companies.
  - CON-02.1: Identify the behavior of economic agents.
  - CON-02.2: To know the concept of the company, institutional and legal framework of the company.
  - CON-02.3: To classify the legal forms within which the business activity is carried out.
  - CON-02.4: Define the parts and functions of the company.
  - CON-02.5: To organize functionally the activities of the company.
  - CON-02.6: CON-02.1: Differentiate between the various business organizational structures.
  - CON-02.7: Identify the human capital in the company.
  - CON-02.8: Understand the function and commercial strategy of the company.
  - CON-02.9: Make decisions on communication, distribution, product and price based on the general strategy of the company.
  - CON-02.10: Economically evaluate investment projects.
  - CON-02.11: Identify the sources of financing for the company.
  - CON-02.12: Analyze the company from an economic and financial point of view.
  - CON-02.13: Recognize the strategic process as a tool for competitiveness.
  - CON-02.14: Analyze the competitive forces that condition the environment and competitive future of the company.
- HAB-17. Knowledge in basic and technological subjects, which enables them to learn new methods and theories, and gives them the versatility to adapt to new situations.
- HAB-18. Ability to solve problems with initiative, decision-making, creativity, critical reasoning and to communicate and transmit knowledge, skills and abilities in the field of Industrial Engineering.
- CTR-4. Emotional Intelligence. Understanding and regulating one's own emotions and those of others in order to

interact and participate effectively and constructively in social and professional life.

- CTR-4.1: Identify the emotions one experiences internally in order to manage them appropriately when dealing with stress and frustration.
- CTR-4.2: Communicate effectively, efficiently, and empathetically with one or more people.
- CTR-4.3: Maintain a positive and constructive attitude in different situations.

As this subject serves as a benchmark for cross-disciplinary skills, students who demonstrate satisfactory development of the skills listed above will have the corresponding learning outcomes recognised on the UNIZAR 1+5 Seal certificate; these are included in Annex 1 of the Resolution issued by the Vice-Rectorate for Academic Policy and the Vice-Rectorate for Digital Strategy and Artificial Intelligence, on cross-disciplinary skills and the UNIZAR 1+5 Seal.

**Campus Teruel.**

- CTR-02. Teamwork. Actively collaborate with a group of people to achieve a common goal by combining their different talents.
  - CTR-02.01: Jointly define the team's objectives.
  - CTR-02.02: Cooperate with others toward a shared goal.
  - CTR-02.03: Take responsibility for collaborative work.
  - CTR-02.04: Identify potential roles within the team.

## 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 (33 hours)
- 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]

**Teruel Campus.**

- 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).**

**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 four types of activities:

1. Completion of activities during lectures and problem-solving classes. These will consist of 8 short individual activities involving the effective application of the course learning objectives and intended learning outcomes (10% of the final grade)
2. Preparation and subsequent presentation of a tutored group project involving the application of the course learning objectives and intended learning outcomes to a real company (20% of the grade)
3. Completion 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)
4. Reduced final test in which topics 2 and 4 are excluded (65% of the grade)

To be eligible for the alternative assessment, students must have completed: i) the group project and its public presentation, ii) at least 5 out of the 6 practical sessions, and iii) at least 6 out of the 8 short individual activities carried out during class. Students who complete only 5 practical sessions may still take the alternative assessment, but will lose the 5% of the final grade corresponding to the practical component.

In addition, students must obtain at least 0.5 out of the 2.0 points corresponding to the theory section of the reduced final exam, as well as at least 2.5 out of the total 6.5 points available in that exam.

**Qualification bonus [optional]**

For the completion of an online course in information competences given by the Library of the centre (additional 5%).

**ASSESSMENT OF THE TRANSVERSAL COMPETENCE**

The transversal competence “(UZ3) Emotional Intelligence” will be assessed through activities 1, 2, and 3 of the alternative evaluation. Through these activities, students will be able to demonstrate the achievement of the learning outcomes associated with this transversal competence. The global assessment examination does not assess transversal competences.

**Teruel Campus.**

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%.

Cross-cutting skills will be assessed based on evidence gathered during the course.

## 5.1. Academic fraud prevention

The use of unauthorised electronic materials or devices during the assessment may result in immediate exclusion from the examination and a fail mark (a numerical mark of ‘0’ for the assessment).

Furthermore, the lecturer in charge may complete the grade report and submit it to the General Inspectorate of Services, so that it may, where appropriate, consider initiating disciplinary proceedings against the student for academic fraud.

In the case of a continuous assessment exam [continuous assessment cannot continue, unless otherwise specified in the academic guide.]

In the case of a regular or extraordinary exam session, the initiation of disciplinary proceedings will result in the grade ‘pending resolution’ until the proceedings are concluded.

## 6. Sustainable Development Goals

8 - Decent Work and Economic Growth

## 7. Bibliography


- Alegre Saz, Luis Alberto. Fundamentos de economía de la empresa : perspectiva funcional / Luis Alegre, Carmen Berné y Carmen Galve . 2a. ed. act. Barcelona : Ariel, 2000.
- Brealey, Richard A.. Fundamentos de finanzas corporativas / Richard A. Brealey, Stewart C. Myers, Alan J. Marcus ; revisión técnica y traducción Ricardo J. Palomo Zurdo... [et al.] . 5ª ed. Madrid [etc.] : McGraw-Hill, D.L. 2010.
- Bueno Campos, Eduardo. Economía de la empresa : análisis de las decisiones empresariales / Eduardo Bueno Campos, Ignacio Cruz Roche, Juan José Durán Herrera . Reimp. 2002 Madrid : Pirámide, D.L. 2002.
- Fundamentos de dirección de empresas : conceptos y habilidades directivas / María Iborra Juan...[et al.] . 1ª ed., 6ª impr. Madrid : Thomson, D.L. 2010.
- Fundamentos de marketing / Miguel Santesmases Mestre...[et al.] . Madrid : Pirámide, [2011].
- Garrido Miralles, Pascual : Análisis de estados contables : elaboración e interpretación de la información financiera / Pascual Garrido Miralles, Raúl Íñiguez Sánchez . - 3ª ed. Madrid : Pirámide, D.L. 2015.
- Introducción a la administración de empresas / Álvaro Cuervo García (director) ... [et. al.] ; coordinador editorial, Camilo J. Vázquez Ordás . - 6ª ed. Cizur Menor (Navarra) : Aranzadi, 2008.
- Manual de administración de empresas / Enrique Claver Cortés ... [et al.] . 4ª ed., reimp. Madrid : Civitas, 2009.
- Navarro Elola, Luis. La empresa : economía y dirección / Luis Navarro Elola, Leonor González Menorca, Ana Clara

Pastor Tejedor . Zaragoza : Mira Editores, D. L. 1995.
- Suárez Suárez, Andrés Santiago. Curso de economía de la empresa / Andrés S. Suárez Suárez. - 7a. ed., reimp. Madrid : Pirámide, 2007.