

## 28632 - Economic and Business Management

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	175 - Escuela Universitaria Politécnica de La Almunia
Degree	422 - Bachelor's Degree in Building Engineering
ECTS	6.0
Year	4
Semester	Second semester
Subject Type	Basic Education
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The learning process designed for the course is based on a strong interaction between the teacher and the student, through the division of work and the responsibilities of both.

The subject "Gestión Económica y Empresa" is thought of as an autonomous combination of contents, but organized in two fundamental and complementary ways, the understanding of the theoretical concepts of each didactic unit and the resolution and analysis of problems, through different activities.

## 28632 - Economic and Business Management

In order to achieve the learning outcomes of this subject, the teaching organization will be developed through blocks of content:

- Block I: Treatment and record of the economic and financial information; this question justifies the need for reading about the economic and financial information for endogenous and exogenous users of the company, as well as of the annual accounts as documents from which the economic and financial position of the company can be analyzed.
- Block II: Results and Valuation of companies; it shows how to treat, to analyze and to interpret the economic and financial information of the company and its results with the study of profitability and risk functions
- Block III - Financing and investment in the Company: Focuses on an introduction to the decision processes on financing and investment in the company and the influence of time in its valuation, using financial mathematics for that purpose.

The linkage of these contents with the learning outcomes is as follows.

- Block I, to reach learning outcomes 1 to 4
- Block II, to reach learning outcomes 5 to 7
- Block III, to reach learning outcome 8

### 5.2.Learning tasks

Along the semester the following activities will developed:

- Lectures: The theoretical concepts of the subject are explained and illustrative examples are developed as support to the theory when necessary.
- Practical Classes: focused on the explanation, solution and discussion of practical cases that require a strong involvement of the student.
- Tuted activities, programmed for the supervision of monitored work requiring a high level of advice by the teacher, as well as for the follow-up of the learning in which the teachers guide the students about the methodology of study necessary or more convenient for the assimilation of the aspects developed in each unit.
- Individual Tutorials: Those carried out giving individual, personalized attention of the teacher. They may be in person or online.
- Reinforcement activities, through the learning virtual portal Moodle, in which cases and readings that reinforce the basic contents of the course will be suggested
- Autonomous activities of students to:
  - Study, understand and take in the theoretical and practical contents.
  - Preparation of topics for debate in class and resolution of suggested problems.
  - Preparation of written tests for Continuous and Global Assessment.

### 5.3.Syllabus

Block I.

Theme 1. Introduction to financial decisions

Theme 2. Registration of the economic and financial information of the company

Theme 3. Annual accounts I

Theme 4. Annual accounts II

Block III

Theme 5. Structural analysis of the company

Theme 6. Economic analysis of the company

Theme 7. Financial analysis of the company

Theme 8. Analysis of the economic cycle of the company

Block III

Theme 9. Financial Operations

### 5.4.Course planning and calendar

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the semester, in other words, 10 hours per week for 15 teaching weeks.

The summary of the temporary distribution of activities course would be as follows.

- 35 hours of Theory Classes (theoretical demonstration and solving type problems)
- 19 hours of Practical Classes
- 6 hours of written assessment tests
- 45 hours of Tutored activities
- 45 hours of Autonomous activities of students.

The weekly distribution of the course from the Blocks of content would be as follows:

- Block I. Week 1 to Week 7
- Block II. Week 8 to Week 12
- Block III. Week 13 to Week 15

Compliance with the indicated timeframes is subject to change according to the learning pace of the students in each block and depending on any other circumstance justified and not expected at the beginning of the course.

There is a tutorial calendar timetable set by the teacher that can be requested by the students who want a tutorial.

The dates of the final exams will be those that are officially published at

<http://www.eupla.es/secretaria/academica/examenes.html>.

### 5.5.Bibliography and recommended resources

The materials to support the subject can be found in Moodle, at the reprography desk or will be handed out directly in the classroom.

The updated bibliography of the subject is consulted through the web page of the library.

<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>

<b>BB</b>	Baquero López, M <sup>a</sup> Jose. Problemas resueltos de matemática de las operaciones financieras/M <sup>a</sup> José Baquero López. - 1 <sup>a</sup> edición. Madrid:Editorial AC, 2003
<b>BB</b>	García Castellví, Antonio. Contabilidad de empresas inmobiliarias y

## 28632 - Economic and Business Management

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de empresas/ Pedro  
Hernando Zapata. . - 1ª  
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Escuela de la Edificación,  
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- BB** Omeñaca García, Jesús.  
Contabilidad general /  
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Pedro Rivero Torre - 2ª ed.  
Madrid : Pirámide, D.L.  
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- BB** Truyols Mateu, Sebastián.  
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prácticas/ Sebastián  
Truyols Mateu.. - 4ª edición  
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- BC** Aguer Hortal, Mario. Teoría  
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Análisis de balances:  
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- BC** Amat, Oriol. Comprender la  
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- BC** Fernández Sánchez, Esteban. Iniciación a los negocios para ingenieros : aspectos funcionales / Esteban Fernández Sánchez, Beatriz Junquera Cimadevilla, Jesús Ángel del Brío González Madrid : Centage Learning Paraninfo, D. L. 2008
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