

## 28632 - Economic and Business Management

### Syllabus Information

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**Academic Year:** 2020/21

**Subject:** 28632 - Economic and Business Management

**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.Aims of the course

Knowledge and use of economy basic instruments aimed at a technical knowledge profile linked to the world of the construction business world. Specific goals are:

- The understanding of the economic phenomena that affect students day by day, not only as students, future technical architect, but as trained individuals, members of a society as well.
- The introduction to the business world, becoming familiar with concepts such as business, entrepreneur and market.
- Knowledge of an economic and business glossary, specific for the construction sector, necessary for analysis and discussion.
- Getting in contact with the reading, meaning and interpretation of the company's economic and financial information. Special emphasis is given to the case study of companies belonging to productive areas related to the construction sector.
- The use of concepts and tools that allow the analysis of business management, as well as the taking of actions in this regard, based on the results obtained after the study.
- Ability to show, through the resolution of practical cases published to that effect, all the theoretical knowledge acquired, making an impact on their autonomous work, given the importance of off-site credits within the framework of the HEES.

### 1.2.Context and importance of this course in the degree

The course on Economic Management and Business, is part of the Degree in Technical Architecture. It is a eighth semester, fourth year subject, classified as basic training, with a teaching load of 6 ECTS credits.

The importance of the subject in the degree is justified in that its design aims at the introduction of the student into the current economic context, which requires professionals with this degree to develop and strengthen their basic training in economics in the business world, specifically in those related to the field of construction. It is intended, to a large extent, to provide them with a profile of management and direction, in order to achieve better skills and competences, both specific and general, to improve their competitiveness. The knowledge of the business economy helps them to develop skills and competences applicable to many fields of action and they provide students with a greater added value and therefore make them more suitable for the labor market.

### 1.3.Recommendations to take this course

For an ideal follow-up of the course, the student is recommended to adopt an active attitude towards the subject, in terms of regular class attendance, completion of the suggested practice tasks, dedication and individual study.

## 2.Learning goals

### 2.1.Competences

General competences:

G01. Organizational and planning skills

- G02. Capacity to solve problems
  - G03. Ability to make decisions
  - G04. Aptitude for oral and written communication of the native language
  - G05. Capacity for analysis and synthesis
  - G06. Ability to manage information
  - G07. Capacity for teamwork
  - G08. Capacity for critical reasoning
  - G09. Ability to work in an interdisciplinary team
  - G10. Ability to work in an international context
  - G11. Improvisation and adaptation capacity to face new situations
  - G12. Leadership aptitude
  - G13. Positive social attitude towards social and technological innovations
  - G14. Capacity of reasoning, discussion and exposition of own ideas
  - G15. Ability to communicate through words and images
  - G16. Ability to search, analyze and select information
  - G17. Capacity for independent learning
  - G18. Possess and understand knowledge in a study area that starts from the general secondary education base, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.
  - G19. Apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.
  - G20. Ability to collect and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature
  - G21. Transmit information, ideas, problems and solutions to a specialized and non-specialized audience.
  - G22. Develop those learning skills necessary to undertake further studies with a high degree of autonomy
  - G23. Know and understand respect for fundamental rights, equal opportunities for women and men, universal accessibility for people with disabilities, and respect for the values of the culture of peace and democratic values.
- Specific competences:
- CB6. Adequate knowledge of the company concept, its institutional framework, organizational models, planning, control and strategic decision-making in environments of certainty, risk and uncertainty; production systems, costs, planning, sources of financing and preparation of financial plans and budgets.
  - CB7 Ability to organize small companies, and to participate as a member of multidisciplinary teams in large companies.

## **2.2.Learning goals**

The student, to succeed in this subject, must demonstrate the following results:

1. Ability to read the financial information of a construction company from its annual accounts and to explain the economic facts that are the cause and consequence of the same
2. Details why accounting information and financial statements are necessary
3. Lists and describes who are the users of economic and financial information and thereby justifies the standardization process in the treatment thereof
4. Calculate by different methods the result of the construction company's business year
5. Identify the sources of financing for the construction company.
6. Analyze the profitability and economic and financial risk of a company, using basic calculation tools.
7. Describe, calculate and interpret the economic cycle of construction companies, both in periods and in rotations.
8. Use financial mathematics as a tool to value and treat capital over time in commercial, financial, and investment operations.

## **2.3.Importance of learning goals**

In the development of their profession, the Architectural Technician will inevitably come into contact with the world of the company and its organization and will move in an economic environment. It is for this reason that knowledge of business economics, and particularly in the context of the construction sector, its key concepts and terminology, will help you develop skills and competences applicable to many fields of action in which you will need to operate.

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

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

In the evaluation of the subject there will be two types of exam tests:

- Practical Evaluation Tests: they are theoretical-practical exercises, with a value of 70% of the final grade

The evaluation criteria for these tests are the obtaining of results, analysis and interpretation of them

- Theoretical Evaluation Tests, by answering questionnaires. The value is 30% of the final grade

The Questionnaires will consist of brief open reponse question and/or multiple-choice questions.

The evaluation criteria for brief open reponse question are precisión and clarity in answering them.

For the development of both tests, a Continuous Assessment System and a Global Assessment System are proposed.

To opt for the continuous assessment system, the student must attend at least 80% of the course activities.

The student will pass the course if the final grade is equal to or greater than 50% of the 100 points of the subject.

## 4.Methodology, learning tasks, syllabus and resources

### 4.1.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 *Economic Management and Business*, 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.

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.

If classroom teaching were not possible due to health reasons, it would be carried out on-line.

### 4.2.Learning tasks

This course is organized as follows:

- **Theory sessions:** The theoretical concepts of the subject are explained and illustrative examples are developed as a support to the theory when necessary.
- **Practice sessions:** focused on the explanation, solution and discussion of practical cases that require a strong involvement of the student.
- **Tutored 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 teacher 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 on-site or online.
- **Autonomous work and study**
  - Studying of theory contents
  - Preparation of topics for debate in class and resolution of suggested problems.
  - Preparation of written tests for Continuous and Global Assessment.

### 4.3.Syllabus

This course will address the following topics:

#### Section 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.

- Topic 1. Introduction to financial decisions
- Topic 2. Registration of the economic and financial information of the construction company
- Topic 3. Annual accounts for construction companies I

- Topic 4. Annual accounts for construction companies II

### Section 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

- Topic 5. Structural analysis of the company
- Topic 6. Economic analysis of the company
- Topic 7. Financial analysis of the company
- Topic 8. Analysis of the economic cycle of the construction company

### Section 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.

- Topic 9. Financial Operations

## 4.4.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.

- Theory session (1,8 ECTS: 45 hours)
- Practice session (0,6 ECTS: 15 hours)
- Tutored activities (1,6 ECTS: 40 hours)
- Assessment task (0,2 ECTS : 5 hours)
- Autonomous work and study (1,8 ECTS: 45 hours)

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 11 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.

Further information concerning the timetable (<https://eupla.unizar.es/asuntos-academicos/calendario-y-horarios>), classroom, office hours (<https://eupla.unizar.es/la-eupla/directorio>), assessment dates (<http://www.eupla.unizar.es/asuntos-academicos/examenes>) and other details regarding this course will be provided on the first day of class or please refer to the Faculty of EUPLA website and Moodle (<https://moodle2.unizar.es>).

## 4.5.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://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=28632&Identificador=14267>