

## 27401 - Business economics

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	417 - Degree in Economics
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	First semester
<b>Subject Type</b>	Basic Education
<b>Module</b>	---

### 1. Basic info

#### 1.1. Recommendations to take this course

The course is of an introductory nature directed at establishing the fundamentals of management; therefore, there are no prerequisites for taking this course.

Students are strongly recommended to attend the lectures, to carry out the continuous work and to study on a regular basis.

#### 1.2. Activities and key dates for the course

The starting date is established by the Universidad de Zaragoza in its official calendar. The specific dates regarding the course's key activities will also be arranged according to the official calendar.

*Course presentation:* The first session will provide detailed information about some practical questions. We will clarify the evaluation criteria to be applied as well as the teaching methodology used in the theoretical and practical classes. We will briefly introduce the contents treated in the various topics covered by the course syllabus.

*Practical classes :* The practical sessions will consist of teamwork, troubleshooting, practice with real cases, and commenting on and discussing readings and/or news. These activities will be announced beforehand, giving the students enough time to work on them.

*Two tests :* The student will be evaluated through two individual tests. These tests will take place in November and January and will contain theoretical and practical issues related to the topics that have been covered in the course so far.

*Delivery of individual exercises:* The MultiEval application generates ad-hoc exercises for each student and they will be delivered through the Universidad de Zaragoza e-learning platform (ADD).

*Final exam :* In accordance with the timetable for each center, the student will have the opportunity to attend the exam. The exam will include the theoretical and practical blocks of the subject, in each of the two sittings.

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### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

#### 5.2. Learning activities

The syllabus of the course, which is intended to help the student to achieve the expected learning outcomes, is composed of the following activities...

- Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Troubleshooting and presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their questions about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice.
- Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.
- Evaluation activities.

#### 5.3. Program

UNIT 1.-THE COMPANY. CONCEPT AND THEORY

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1.1 The company as an economic agent

1.2 Management theories

1.3 Company models. A company's internal resources

1.4 Types of companies

### UNIT 2.-THE COMPANY AND THE ENVIRONMENT

2.1 Introduction

2.2 Analysis of the general environment

2.3 Analysis of the specific environment

2.4 Market study

### UNIT 3 PHYSICAL, TECHNICAL AND TECHNOLOGICAL RESOURCES. MANAGEMENT,

3.1 Introduction

3.2 Types of production processes

3.3 Revenue and cost structure

3.4 Localization and distribution of plants

3.5 Planning, scheduling and project control

3.6 Supply management

### UNIT 4 -. FINANCIAL RESOURCES MANAGEMENT

4.1 Introduction

4.2 Financial markets and the company

4.3 Management of investment resources

4.4 Management of funding resources

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### UNIT 5 -. MANAGEMENT PROCESS

5.1 The employer. Approaches and concept

5.2 The management process

5.3 Decision making in the managerial process

5.4 Human resources management

5.5 Practices and policies of human resources

#### **5.4.Planning and scheduling**

The timetable of the lectures and practical classes will be announced at the beginning of the academic year. The timetable of the assessment activities and the project due dates will be communicated via the Universidad de Zaragoza e-learning platform (ADD).

#### **5.5.Bibliography and recommended resources**

Usually, the actual recommended readings are recorded in the Univ. Library's data base (go to <http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a> ).