

## 29702 - Basic principles of business administration

### Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	434 - Bachelor's Degree in Mechanical Engineering
ECTS	6.0
Course	1
Period	Half-yearly
Subject Type	Basic Education
Module	---

### 1.Basic info

#### 1.1.Recommendations to take this course

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

### 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 course is 6 ECTS credits duration in one semester, located in the first year of every engineering degree. The course methodologically combines lectures, resolution of problems and the development of a project.

#### 5.2.Learning activities

#### 5.3.Program

- Introduction to economics and business.

## **29702 - Basic principles of business administration**

- Entrepreneurship.
- Business environment.
- Economic and financial structure of the firm.
- The management process and decision making.
- Project valuation.
- Financing decisions.
- Cost of capital.
- Marketing.

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

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