

## 29907 - Basic principles of business administration

### Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	435 - Bachelor's Degree in Chemical 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

The basic objective of the course for the student is to know the main foundations of the firm's management and administration. The student will be able to analyse the economic and financial structure of a firm, and to evaluate the implementation of an investment project. To do this, the student will acquire knowledge of financial operations and about sources of financing available for a company. The student will also be able to basically design the organizational structure of a firm, as well as its marketing decisions.

#### 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.

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### 5.2.Learning activities

Lectures. In-class problem solving. Lab. Project. Personal study and problem solving.

Evaluation activities: exam and oral presentation of the project.

### 5.3.Program

The short syllabus of the course is: Introduction to economics and business. 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

3 hours of classes per week (15 weeks). They combine lectures and in-class problem solving. Along the semester, the students will have 5 lab classes (10 hours total) and will develop a firm or investment project (oriented by the teacher), with a final oral presentation.

### 5.5.Bibliography and recommended resources

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| <b>BB</b> | Brealey, Richard A.. Principios de finanzas corporativas / Richard A. Brealey, Stewart C. Myers, Franklin Allen ; revisión técnica, Francisco López Herrera ... [et al.] . 9ª ed. México [etc.] : McGraw-Hill, cop. 2010 |
| <b>BB</b> | 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                  |
| <b>BB</b> | Fundamentos de dirección de empresas : conceptos y habilidades directivas / María Iborra Juan ... [et al.] . - 1ª ed., 7ª impr. Madrid : Paraninfo, D.L. 2010  |
| <b>BB</b> | Fundamentos de marketing / Miguel Santesmases Mestre...[et al.] Madrid : Pirámide, [2011]  |
| <b>BB</b> | Garrido Miralles, Pascual. Análisis de estados contables : elaboración e interpretación de la información financiera / Pascual Garrido Miralles, Raúl Íñiguez Sánchez . Madrid : Pirámide, D.L. 2012                     |
| <b>BB</b> | Introducción a la administración de empresas / Álvaro Cuervo García (director) ... [et. al.] ; coordinador editorial, Camilo J. Vázquez Ordás . 6ª ed. Cizur Menor   |

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Manual de administración de empresas /  
**BB** Enrique Claver Cortés...[et al.] . 4a. ed.,  
reimp. Madrid : Civitas, 2002
- Navarro Elola, Luis. La empresa :  
economía y dirección / Luis Navarro Elola,  
**BB** 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.  
**BB** Suárez Suárez. 7a. ed., reimp. Madrid :  
Pirámide, D.L. 2003