

## 28632 - Economic and Business Management

### Syllabus Information

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**Academic Year:** 2019/20

**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

### 2.2.Learning goals

## 2.3.Importance of learning goals

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

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

# 4.Methodology, learning tasks, syllabus and resources

## 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as theory sessions, practice sessions, tutorials, and autonomous work and study.

## 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.
- **Tutorials:** Those are 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 horas)  
Practice session (0,6 ECTS: 15 horas)  
Tutored activities (2,6 ECTS: 65 horas)  
Autonomous work and study (1 ECTS: 25 horas)

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

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**