

30104 - Business Administration: the Basics

Syllabus Information

Academic Year: 2019/20

Subject: 30104 - Business Administration: the Basics

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

179 - Centro Universitario de la Defensa - Zaragoza

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

457 - Bachelor's Degree in Industrial Organisational Engineering

563 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 1

Semester: First semester

Subject Type: Basic Education

Module: ---

1.General information

1.1.Aims of the course

The subject and its results respond to the following approaches and aims: the knowledge and use of basic instruments of economy, aimed at a technical knowledge profile linked to the business world. More specifically, the goals are:

1. The understanding of the economic phenomena that concern them daily, not only as students, future engineers, but also as trained individuals, members of a society.
2. The introduction to the business world, becoming familiar with concepts such as business, entrepreneur and market
3. The knowledge of an economic and business glossary, necessary for the analysis and discussion.
4. Getting in contact with the reading, meaning and interpretation of the company's economic and financial information.
5. 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.
6. 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 EHEA.

1.2.Context and importance of this course in the degree

The course of Fundamentals of Business Administration is part of the Bachelor's Degree in Industrial Organizational Engineering. It is in the first semester of the first year course and it is classified as Basic Education, with a teaching load of 6 ECTS credits.

It is the first compulsory subject that sets up the student's training in the disciplines of Economics and Business Administration in a general way. Therefore, it is set up as a basics subject for other courses of the degree and for a possible further specialization in management issues. From here, the student must acquire the training that is the basis of other subjects, as well as that of an economic nature that will not be given in other subjects; providing them with the necessary knowledge in these disciplines and a conceptual framework in which they can accommodate further education in subjects more biased to the profession itself.

In short, it is intended that students understand the internal operations and complexity of the business, highlighting the existing connections between all its parts and its environment.

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

- C2. Ability to plan, budget, organize, manage and monitor tasks, persons and resources.
- C4. Ability to solve problems and take decisions with initiative, creativity and critical reasoning.

Specific Competences

- C17. Sufficient knowledge of the business concept, institutional and legal framework of a business. Business management and organization.

2.2.Learning goals

In order to pass this subject, the student should demonstrate the following results:

1. Defines the concept of business and its institutional and legal environment.
2. Identifies the different economic agents and describes their behavior, in a basic way.
3. Analyzes the functional areas that interact and make up the company, developing aspects related to human resources and commercialization at an introductory level.
4. Evaluates investment projects from an economic approach.
5. Identifies the business financial sources.
6. Analyses the business from an economic and financial point of view.

2.3.Importance of learning goals

In the development of their profession, the graduates will perform management tasks (of people and/or projects) in economic environments. In addition, graduates may be linked to the business world. Therefore, the knowledge of the business operations and economy will be very useful for them. In addition, in the actual information society, an effective management of economic and business data and their interpretation are crucial to take decisions, detect opportunities and forecast threats.

3.Assessment (1st and 2nd call)

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

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There will be three written tests throughout the course: a midterm exam (partial exam) and two global assessments (final exams in first and second call). In addition, the student must develop and hand over a practice related to the topic 2, which is valued at 0.5 maximum points.

Midterm exam. It is a theoretical-practical exam about topics 1 to 5 of the program. The part of the topics 1 to 3 consists of brief open response questions and/or multiple-choice questions. While topics 4 and 5 will be assessed with problems resolution and theoretical-practical questions.

Final exam in first call. This exam consists of two tests: one corresponding to the topics 1 to 5 of the program and the other about the topics 6 to 8. The latter will be assessed, basically, with problems resolution, but could include some theoretical-practical questions. Each student decides whether to make both parts of the exam or only the second part (the topics that were not examined in the partial exam).

If the students only make the part about the topic 6 to 8, the final grade will be calculated as follow:

$$FG = 0.5*ME + 0.5*FE + PT2$$

Where FG is the final grade and PE, FE and PT2 are the grade of the midterm exam, final exam and the

practice of topic 2, respectively.

If the students make both parts of the final exam, the final grade will be calculated as follow:

$$FG = FE + PT2$$

The student will pass the subject if the final grade is equal or higher than 5.

Final exam in second call (august). The student does not conserve neither the grade of the midterm exam nor the grade of the practice of topic 2, so he/she should be tested on all the topics of the program. The part of the topics 1 to 3 consists of brief open response questions and/or multiple-choice questions. While topics 4 to 8 will be assessed with problems resolution and could include theoretical-practical questions.

The assessment criteria for brief open questions are the accurate, attention and clarity in answering them. The assessment criteria for the problems are not only the results itself, but also their analysis and interpretation.

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

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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 Fundamentals of Business Administration 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: The Company and its Environment; it tries to give a general view of the concept of the company as a socioeconomic reality, as well as of the economy in a context in which the companies develop and interact generating wealth and growth in society.
- Block II: 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 III: 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

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The learning process designed for this course is as follows:

The teaching methodology is based on a strong teacher-student interaction, which comes into being by sharing out duties between students and teachers.

In order to meet the course objectives, teaching activities will be organized in several different categories:

Lectures: That is, a theoretical and/or practical exposition given principally by the teacher.

Classroom practical sessions: Theoretical or (mainly) practical discussions requiring high participation from students.

Group tutorial: Programmed activities for monitoring learning, in which the teacher gets together with a group of students in order to guide their autonomous study and learning, or to tutor projects which require a high degree of advice from the teacher.

Individual tutorial: Both face-to-face and non-face tutoring.

4.2.Learning tasks

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Along the semester the following activities will be developed:

- Lectures: The theoretical concepts of the subject are explained and illustrative examples are developed as a support to the theory when necessary.
- Practice session: 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 teachers 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 in person or online.

- Reinforcement activities, through the learning virtual portal Moodle, in which cases and readings that reinforce the basic contents of the course will be suggested
- Autonomous activities of students to:
 - The study, understand and take in the theoretical and practical contents.
 - Preparation of topics for debate in class and resolution of suggested problems.
 - Preparation of written tests for Continuous and Global Assessment.

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The proposed program to help students meet the expected objectives 1-6 includes the following learning activities:

Classroom activities:

- Lectures: in which the teacher explains and illustrates with examples the subject's theoretical concepts.
- Tutored practical sessions, resolution of problems, and cases: in which students develop examples and solve/discuss problems/cases related to the subject's theoretical concepts.

Non-face learning activities:

- Tutored autonomous learning: These activities, guided by the subject's teachers, will be tailored to meet works/projects (both individual and small-group) and to suggest proper learning methodologies to take in the topics develop in each lesson.
- Reinforcement activities: The learning of the subject's basic contents will be supported by different activities implemented through the virtual campus (Moodle). These activities will be personalized and monitored through Moodle.
- Individual tutorials: Both face-to-face and non-face tutorials.
- Autonomous learning activities: Students must engage in autonomous study in order to:
 - Absorb the subject's theoretical concepts.
 - Understand the solutions to problems and cases presented in practical sessions.
 - Prepare seminars, solve the proposed problem sets, etc.
 - Prepare for the continuous assessments and the final examination.

4.3.Syllabus

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Program

Block I.

Theme 1. Economy. General concepts

Theme 2. The Company. Organizational System

Block II.

Theme 3. Introduction to financial decisions

Theme 4. Registration of the economic and financial information of the company

Theme 5. Annual accounts I

Theme 6. Annual accounts II

Block III

Theme 7. Structural analysis of the company

Theme 8. Economic analysis of the company

Theme 9. Financial analysis of the company

Theme 10. Analysis of the economic cycle of the company

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Course contents

The course syllabus is presented next, which details the contents needed to meet the expected objectives 1-6. The theoretical contents are grouped into teaching units (topics), the latter being classified into three broad parts or sections.

1. Theoretical contents:

PART ONE. THE FIRM AND THE PUBLIC ADMINISTRATION.

Topic 1. Introduction to Economics and Business Administration.

1.1. Economics: definition and basic concepts.

1.2. Systems of economic organization.

1.3. The firm.

Topic 2. The Administration: Institutional Framework.

- 2.1. Government and administration. Territorial organization of the State.
- 2.2. Military organization: Corps and scales in the law 39/2007.
- 2.3. Public Administrations' legal regulations and administrative proceedings laws 39/2015 and 40/2015. The administrative proceeding.
- 2.4. The administrative act.
- 2.5. The procedure to appeal an administrative act.

PART TWO. THE MANAGEMENT PROCESS AND DECISION MAKING.

Topic 3. The Management Process of the Firm.

- 3.1. The functions of management.
- 3.2. Planning.
- 3.3. Human resource management/staffing.
- 3.4. Controlling.

Topic 4. The Decision-Making Process.

- 4.1. Decision making: elements and phases.
- 4.2. Types of decisions.
- 4.3. Criteria for decision making.

PART THREE. FINANCIAL DECISIONS.

Topic 5. Financial Statement Analysis.

- 5.1. The economic and financial information of the firm.
- 5.2. Financial statements.
- 5.3. Financial statement analysis.

Topic 6. Valuation of Financial Transactions.

- 6.1. Financial capital: the time value of money.
- 6.2. Equations of value to move money forward in time (accumulation).
- 6.3. Equations of value to move money backward in time (discount).
- 6.4. Interest rate quotes: nominal and effective rates.
- 6.5. Annuities.
- 6.6. Amortization of interest-bearing loans.

Topic 7. Capital Budgeting Decisions.

- 7.1. Overview: Notion and types of investment.
- 7.2. Forecasting the cash flows of an investment project.
- 7.3. Investment decision rules: Net Present Value and Internal Rate of Return.

Topic 8. Corporate Financing and the Cost of Capital.

- 8.1. An overview of corporate financing.
- 8.2. Internal funds.
- 8.3. Sources of short-term external financing.
- 8.4. Sources of long-term external financing.
- 8.5. Financing decisions and capital structure.
- 8.6. Financial leverage and the cost of capital.

2. Practical contents:

Most of the topics listed above have practical contents associated with them. These practical contents will be set out in class or through Moodle as the topics are developed.

Instructional materials and resources:

Documents, texts, and works considered suitable by the teachers will be available through the reprographic service and/or the Moodle platform (<https://moodle2.unizar.es/add/my/>).

Material	Format
Course handbook	Paper (reprographic service)
Slides (PowerPoint)	Moodle
Supplementary readings	

Press articles	
Cases	
Problem sets	
Links of interest	

4.4.Course planning and calendar

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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 (2,6 ECTS: 65 hours)
- Autonomous work and study (1 ECTS: 25 hours)

The weekly distribution of the course from the Blocks of content would be as follows:

- Block I. Week 1 to Week 3
- Block II. Week 4 to Week 10
- 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, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the website and Moodle:

<https://eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

<https://moodle2.unizar.es>

The information concerning the timetable of the tutoring activities can be found at:

<https://eupla.unizar.es/la-eupla/directorio>

The dates of the final exams will be those that are officially published at:

<http://www.eupla.unizar.es/asuntos-academicos/examenes>

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The course is worth 6 ECTS credits, which requires a commitment of 150 hours of work on the part of the student throughout the semester, namely 10 hours of work per week throughout the 15 school weeks.

The temporal distribution of the course activities will be done conveniently among the following activities:

- Lectures, combining theoretical expositions with the resolution of standard problems.
- Practical sessions devoted to the resolution of non-standard problems and the exposition and discussion of cases.
- Continuous assessments and final exam.
- Tutored problem solving and works, conducted over the 15 school weeks.
- Autonomous study, conducted over the 15 school weeks.

The weekly distribution of classroom activities corresponds, approximately, to three hours for lectures and 1 hour for practical sessions.

4.5.Bibliography and recommended resources

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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://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=30104>)

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The materials to support the subject can be found in Moodle.