

30122 - Business economics

Syllabus Information

Academic Year: 2019/20

Subject: 30122 - Business economics

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

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

ECTS: 6.0

Year: 3

Semester: First semester

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

The subject and its expected results respond to the following approaches and objectives:

It is intended to provide the student with some rudiments of Economics, which will be useful for the development of the degree.

1.2.Context and importance of this course in the degree

The degree in Industrial Organization Engineering is based on the consideration that the student must have a solid knowledge of Economics to be able to carry out the activities of the degree.

1.3.Recommendations to take this course

Although there are no prerequisites neither of a normative nor essential nature for this course, it is recommended that the student have a good knowledge of Mathematics and Economics.

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 learning process designed for this subject is based on the following:

Strong interaction between the teacher/student. This interaction is brought into being through a division of work and responsibilities between the students and the teacher. Nevertheless, it must be taken into account that, to a certain degree, students can set their learning pace based on their own needs and availability, following the guidelines set by the teacher.

The current subject ECONOMIC MANAGEMENT AND ENTERPRISE is conceived as a combination of contents, yet organized into two fundamental and complementary forms, which are: the theoretical concepts of each teaching unit and the solving of problems or resolution of questions at the same time supported by other activities.

The organization of teaching will be carried out using the following steps:

- **Lectures:** Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them in topics and or sections, interrelating them.
- **Practice Sessions:** The teacher resolves practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.
- **Individual Tutorials:** Those carried out giving individual, personalized attention with a teacher from the department. Said tutorials may be in person or online.

4.2.Learning tasks

The course includes the following learning tasks:

Face-to-face generic activities:

- 1. Theory Classes: the theoretical concepts of the subject will be explained and practical examples will be developed by the teacher.
- 2. Practice tutored problems and cases for discussion: Students will develop examples and conduct problems or case studies concerning the theoretical concepts studied.

Generic non-class activities

- 1. Tutored autonomous activities: These activities will be guided by the teacher of the subject. They will focus both papers, either individually or in small groups, as the study methodology necessary or convenient for the assimilation of each of the aspects developed in each subject.
- 2. Reinforcement activities: Through the virtual learning portal Moodle various activities that reinforce the basic contents of the subject will be published. The implementation of these activities will be personalized and controlled.
- 3. Individual tutorials: They may be actual or virtual.
- 4. Independent learning activities: Students must carry out the for:
 - The study and assimilation of the theory presented in lectures.
 - Understanding and assimilation of solved problems and practical cases.
 - The preparation of seminars, solving proposed problems, etc.
 - The preparation of the written tests Continuous Assessment and Global Assessment.

4.3.Syllabus

The course will address the following topics:

The guidelines followed to develop the contents were as follows:

- Develop a job using realistic values representing feasible situations.
- Show students how the results of a solution are used to find additional information about the behaviour of the company as an organization.
- The resolution of most problems will require the type of analysis to be performed by an engineer to solve real-world problems.

THEORETICAL CONTENTS.

The choice of the content of the various teaching units was made seeking clarification express purpose terminal so that the union of incidents knowledge, the student obtains a structured, easily assimilable for Engineers / Industrial Organization as knowledge.

The theoretical contents are articulated based on teaching units, indivisible treatment, given the configuration of the subject that program. These topics collect the contents needed for the acquisition of predetermined learning outcomes.

UNIT 01: THE SPREADSHEET. ADVANCED FEATURES FOR DATA ANALYSIS

UNIT 02: STARTING BALANCE SHEET

UNIT 03: SETTING SALES FORECASTS

UNIT 04: PLANNING recourses WITH DEMAND TO ATTEND

UNIT 05: TABLE OF STAFF COSTS

UNIT 06: TABLE OF AMORTIZATION OF INVESTMENTS

UNIT 07: TABLE OF AMORTIZATION OF LOANS

UNIT 08: SOCIAL SECURITY EXPENDITURE BY NATURE TABLE

UNIT 09: PICTURES OF RELATIONS WITH GOVERNMENT

UNIT 10: STATE TREASURY

UNIT 11: INCOME STATEMENT

UNIT 12: BALANCE SHEET

4.4.Course planning and calendar

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the trimester, in other words, 10 hours per week for 15 weeks of class.

The summary of the timing of the course activities would be the following:

? Lectures: 35 hours

? Practical classes: 14 hours

? Assessment tests: 6 hours

? Tutored practices: 5 hours

? Tutored Independent learning activities: 32 hours

? Independent learning activities: 58 hours

In the lecture, the theoretical exposition is combined with problem-solving.

The practical classes are directed to the realization of problems, presentation and discussion of cases. The above activities are distributed weekly in four hours of lecture.

The dates of the final exams will be published officially in <http://www.eupla.unizar.es>

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=30122&year=2019

Additional materials (handouts, problem sets, news articles, academic papers, and study cases) will be provided through Moodle (<https://moodle2.unizar.es/add/>).