

## SUBJECT TEACHING GUIDE

G339 - Introduction To Business Economy

### DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Double Degree in Law and Administration and Business Management  
Degree in Business Administration and Management

1. IDENTIFYING DATA					
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS			Type and Year	Core. Year 1 Core. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Business Basic Training Module				
Course unit title and code	G339 - Introduction To Business Economy				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	IGNACIO LLORENTE GARCIA				
E-mail	ignacio.llorente@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E235)				
Other lecturers	LADISLAO LUNA SOTORRIO ELISA PILAR BARAIBAR DIEZ MANUEL LUNA GARCIA				

### 3.1 LEARNING OUTCOMES

- Knowing the different functional areas and the knowledge necessary to develop professional work at businesses , so that the student identify the usefulness of the subjects of the degree. This knowledge should serve as a guide that helps to choose optional subjects and additional training.

- Achieve a general understanding of the main issues and problems at the management of a company.

#### 4. OBJECTIVES

Understanding the nature and functions of a company as a way to organize economic activity.

Description of the functional areas and education requirements at them.

General knowledge and interpretation (with a high degree of aggregation) of the information generated by the company.

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	Unit 1: The economic nature of the business
2	Unit 2: Objectives of the business
3	Unit 3: The business and its environment
4	The company as an economic reality.
5	Unit 5: Business development
6	Business economic indicators

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Short questions (Unit 1 and 2)	Written exam	No	Yes	15,00
Test units 3 and 4	Written exam	No	Yes	15,00
Test unit 5	Written exam	No	Yes	10,00
Work in group (Analysis of a company)	Work	No	Yes	10,00
Classroom work	Others	No	No	15,00
Final practical exam	Written exam	Yes	Yes	35,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
The evaluation consists of the following tests:				
1. Continuous evaluation during the course (65%)				
2. Final practical exam (35%)				
<b>Observations for part-time students</b>				
Students on a part-time basis may pass the course by taking the theory recovery exam (with a weight of 65% of the grade, not suffering any cut in the grade for attendance and group work ) and the practical (which weighs 35% of the grade) both will be done on the date designated for the final exam in the ordinary call. In the extraordinary call, the same examinations and weightings will be maintained.				

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

CUERVO, A. (director) (2008): "Introducción a la Administración de Empresas". 6º ed. Civitas, Navarra.

