

SUBJECT TEACHING GUIDE

G348 - Introduction To Business Economy

Degree in Economics

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Economics			Type and Year	Core. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Business Basic Training Module				
Course unit title and code	G348 - 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	JOSE LUIS FERNANDEZ SANCHEZ				
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Other lecturers	MANUEL LUNA GARCIA				

3.1 LEARNING OUTCOMES

- Achieve a general understanding of the problems involved in the management of a company.
- Knowing the different functional areas and the education requirements necessary to develop professional work in them.

4. OBJECTIVES

- Understanding the nature and functions of the company as a way to organize economic activity.
- Description of the functional areas and training 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: Introduction to Business Economics
2	Unit 2: The economic nature of the company
3	Unit 3: The firm's objectives
4	Unit 4: The firm's environment
5	Unit 5: The entrepreneur, the managerial function, and the firm's governance
6	Unit 6: The firm's development and growth
7	Unit 7: Economic indicators of firm's activity

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Test units 1, 2, and 3	Written exam	No	Yes	20,00
Test units 4, 5, and 6	Written exam	No	Yes	20,00
Work in group (Analysis of a real firm's economic and financial state)	Work	No	Yes	10,00
Classroom work	Others	No	No	15,00
Practical exam	Written exam	Yes	Yes	35,00
TOTAL				100,00
Observations				
<p>The final grade of the subject that will appear in the minutes will be:</p> <ul style="list-style-type: none"> - Ordinary (regular session): the weighted average grade obtained from continuous assessment (65%) or, if applicable, a final theoretical exam (40%), plus group work (10%) and participation in class (15%), plus a final practical exam (35%). The subject will be passed when this average grade is equal to or higher than 5. - Extraordinary (no regular session): The students who do not pass the subject in the regular session will have an extraordinary evaluation. In this case, students will have to take a written theoretical exam (40%) and a practical written exam (35%). To obtain the final grade, previous grades obtained from class participation (15%) and group work (10%) are added as well. The subject will be passed when the final weighted average grade is equal to or greater than 5. 				
Observations for part-time students				
Students on a part-time basis may pass the subject by taking a theory and practical final exam (100%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
FUENTES FUENTES M.M., CORDÓN POZO E. (coords.) y OTROS AUTORES (2014): "Fundamentos de dirección y administración de empresas". 3ª ed. Pirámide, Madrid.
GONZÁLEZ DOMÍNGUEZ F.J., GANAZA VARGAS J.D. (coords.) y OTROS AUTORES (2015): "Fundamentos de economía de la empresa". Pirámide, Madrid.
IBORRA M. y OTROS AUTORES (2014): "Fundamentos de Dirección de Empresas Conceptos y habilidades directivas". 2ª ed. Paraninfo, Madrid.

