

SUBJECT TEACHING GUIDE

G435 - Business

Degree in Nautical Engineering and Maritime Transport

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Nautical Engineering and Maritime Transport			Type and Year	Core. Year 1
Faculty	School of Maritime Engineering				
Discipline	Subject Area: Business Basic Training Module				
Course unit title and code	G435 - Business				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. CIENCIAS Y TECNICAS DE LA NAVEGACION Y DE LA CONSTRUCCION NAVAL				
Name of lecturer	JOSE RAMON SAN CRISTOBAL MATEO				
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Other lecturers					

3.1 LEARNING OUTCOMES

- To know how to solve problems about the economic foundations of the company, its institutional and juridic and legal basis. Management, marketing and financing of Shipping companies,

4. OBJECTIVES

To know how to solve productivity and profitability problems. Identify organizational structures of the company. To solve decision-making problems.
Revenues and costs, externalities, social costs.
Investment and financing. Investment criteria. The economic and financing structure of the company.
The creation of a company

6. COURSE ORGANIZATION	
CONTENTS	
1	Chapter 1. Conceptual aspects. The company. The economic and business principles. The objectives of the company Chapter 2. Organization and Management. The structure of the company. Planification and Control. Decisión-making.
2	Chapter 3. Revenues and costs The revenues of the companu. Productions costs. Classification of costs. Externalities and social costs
3	Chapter 4. Linear Programming. Antecedents. Objective. Definition of variables, Constraints and Objective function. The simplex method
4	Chapter 5. Investment and Financing. Types of investment. Financing dimensión. Investment criteria Chapter 6. Financing. Financing sources The economic structure of the company. The balance between investment and financing
5	Creation of a company in the shipping sector. Technical economic and financing feasibility.

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
First Test	Written exam	No	Yes	30,00
Second Test	Written exam	No	Yes	30,00
Test in Laboratory	Laboratory evaluation	No	Yes	30,00
Examination	Work	No	Yes	10,00
TOTAL				100,00
Observations				
Observations for part-time students				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
<p>ABASCAL, F. (1996): Como se hace un plan estratégico. Modelo de desarrollo en una empresa, ESIC Editorial, Madrid.</p> <p>BUENO CAMPOS, E. et al (1996): Economía de la empresa. Análisis de las decisiones empresariales, 15ª Ed. reimpre-sión de 1992, Pirámide, Madrid.</p> <p>CAÑADAS, M. (1996): Cómo crear empresas rentables, Ediciones Gestión 2000, S.A., Madrid.</p> <p>FERNÁNDEZ SÁNCHEZ, E. (1993): Dirección de la Producción I. Fundamentos Estratégicos, Civitas. Madrid.</p> <p>MORAN FERNÁNDEZ, F. (1995): Los Costes de explotación del Buque. Colegio de Oficiales de la Marina Mercante Española. Madrid</p> <p>PINACHO BOLAÑO-RIVADENEIRA, J (1996): Tráfico Marítimo, F.E.I.N., Madrid.</p> <p>SOCIEDAD ESTATAL PLANES DE VIABILIDAD DE LA MARINA MERCANTE (1991): Planes de Viabilidad de la Marina Mercante: La reordenación del sector ante el Mercado Único, M.T.T. y C., Madrid.</p> <p>SUÁREZ SUÁREZ, A. (1991): Economía Financiera de la empresa, Pirámide, Madrid.</p>

