

SUBJECT TEACHING GUIDE

G348 - Introduction To Business Economy

Degree in Economics

Academic year 2021-2022

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	http://www.unican.es				
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					

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 real economic and financial information of companies)	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 theoretical final exam (55%) and a practical final exam (45%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
ARRUÑADA, B. (1990): "Economía de la empresa: un enfoque contractual". Ariel. Barcelona.
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.

