

## SUBJECT TEACHING GUIDE

G382 - Economics and Business Administration

Degree in Energy Resources Engineering

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Degree in Energy Resources Engineering			Type and Year	Core. Year 1
Faculty					
Discipline	Subject Area: Business Basic Training Module				
Course unit title and code	G382 - Economics and Business Administration				
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. ADMINISTRACION DE EMPRESAS
Name of lecturer	SAUL TORRES ORTEGA
E-mail	saul.torres@unican.es
Office	E.T.S. de Ingenieros de Caminos, Canales y Puertos. Planta: + 1. DESPACHO (1035)
Other lecturers	RUBEN DIEGO CARRERA

### 3.1 LEARNING OUTCOMES

- To master the economic language.
- To know the basic economic techniques of application in their professional future.
- To know the functioning of the basic economic units and their management instruments.
- To know the characteristics of an industrial sector, and to know how to diagnose its problems and propose feasible solutions.
- To know the different types of markets and the role played by the different economic agents.
- To know the role that the company plays within the economic activity.
- To know how the company can and should adapt to different economic situations.
- To know the restrictions and potential advantages that derive from the different alternatives of organizational design
- To solve exercises on risk situations and investment evaluation
- To master the Marketing tools for the generation of value in the company
- To understand the role of financial resources in the growth strategies of enterprise policy
- To know the main management methodologies to optimise enterprises resources

### 4. OBJECTIVES

- To master the economic language.
- To know the basic economic techniques of application in their professional future .
- To know the functioning of the basic economic units and their management instruments .
- To know the characteristics of an industrial sector, know how to diagnose its problems and propose feasible solutions.
- To know the different types of markets and the role played by the different economic agents .
- To know the role that the company plays within the economic activity .
- To know how the company can and should adapt to different economic situations .
- To know how to apply the management and administration methods that allow to optimize the resources of the companies .
- To know the restrictions and potential advantages that derive from the different alternatives of organizational design .
- To solve exercises on risk situations and investment evaluation
- To master the marketing tools for the generation of value in the company .
- To understand the role of financial resources in the growth strategies of enterprise policy

## 6. COURSE ORGANIZATION

### CONTENTS

1	Economics
1.1	<p><b>BUSINESS AND THE ECONOMIC ENVIRONMENT</b></p> <p>Item 1. The microeconomic environment Economic agents. Economic decisions. Supply and demand. Marginal analysis. Elasticities. Markets: Perfect competition, monopoly, oligopoly, oligopoly, monopolistic competition.</p> <p>Item 2°. The macroeconomic environment Aggregate markets: products, money, work. Macroeconomic indicators: GDP, income, CPI. Economic policies.</p> <p>Item 3°. The company's environment The company Generic environment and specific environment. Analysis tools: SWOT analysis.</p>
2	Business Administration
2.1	<p><b>MANAGEMENT AND ADMINISTRATION</b></p> <p>Item 4°. Management, planning and control Management and decision making. Planning: definition, cycle. Control: phases, implementation.</p> <p>Item 5°. Organization and human resources The organization: most frequent typologies. Human resources management: phases.</p> <p>Item 6°. Business Forms and Accounting Most common business forms. Notions of taxation. Notions of accounting.</p> <p>Item 7°. Financing and investment analysis The value of money over time. Financing in the company. Loans. Investment analysis: most common indicators (NPV, IR, IR, payback).</p> <p>Item 8°. Marketing and sales Operational and strategic marketing. Marketing mix.</p>

2.2	<p><b>PRODUCTION MANAGEMENT</b></p> <p>Item 9. Production and productivity Production management. Strategic decisions. Tactical decisions.</p> <p>Item 10°. Economic management of stocks The inventory: typologies. Inventory management: management models.</p> <p>Item 11. Production planning Strategies. Process and techniques.</p> <p>Item 12. Master Production Planning Obtaining a PMP. Planning. The JIT model,</p> <p>Item 13. Project control Planning. Programming. Control. Management techniques</p>
-----	--

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Written exams	Written exam	No	Yes	60,00
Cases	Work	No	Yes	40,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
<p>In the event that the minimum mark is not exceeded in any of the parts, the final mark will be the minimum of 4.9 and the average obtained by weighing all the evaluation activities. The marks of the approved parts will be kept until the extraordinary call</p> <p>During the make-up period (set by the university in September) students will take only those assessment tests that have failed. No results will be saved for later courses.</p> <p>According to the royal decree RD 1125/2003 on the European system of credits and the system of grades in official university qualifications and valid throughout the national territory, the results obtained by the student in each of the subjects of the curriculum will be graded according to the following numerical scale from 0 to 10, expressed to one decimal place, to which the corresponding qualitative grade may be added: 0.0-4.9: Fail (SS). 5.0-6.9: Pass (AP). 7.0-8.9: Notable (NT). 9.0-10: Outstanding (SB)</p> <p>In view of the uncertain situation that the social distancing measures established by the health authorities do not allow any evaluation activity to be carried out in the classroom for all the students enrolled, these can be adapted for development in a virtual way, mainly by using the MOODLE platform. If necessary, all the necessary precautions and actions will be taken to ensure the correct development of these activities.</p>				
<b>Observations for part-time students</b>				
Part-time students will be assessed on the same basis as full-time students. The temporal distribution of activities will be adapted to the particular conditions of each student when deemed necessary.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

#### MATERIALES PROPIOS DE LA ASIGNATURA

Mankiw, G.  
Principios de Economía.  
Cengage Learning (2017)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=410350>

Mochón, F.  
Principios de Economía.  
McGraw-Hill (2010)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=324108>

Bueno Campos, E.  
Curso básico de economía de la empresa: un enfoque de organización.  
Pirámide (2005)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=224738>

Cuervo García, A.  
Introducción a la administración de empresas.  
Aranzadi (2008)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=290686>

Suárez Suárez, A.S.  
Decisiones óptimas de inversión y financiación en la empresa.  
Pirámide (2014)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=369398>

Heyzer, R.  
Dirección de la producción y de operaciones: decisiones tácticas.  
Pearson Educación (2015)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=376861>

Heyzer, R.  
Dirección de la producción y de operaciones: decisiones estratégicas.  
Pearson Educación (2015)  
<http://catalogo.unican.es/cgi-bin/abnetopac/?TITN=376862>