

SUBJECT TEACHING GUIDE

G270 - Economics and Business Administration

Degree in Computer Systems Engineering

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Degree in Computer Systems Engineering			Type and Year	Core. Year 1
Faculty	Faculty of Sciences				
Discipline	Subject Area: Fundamentals of Business in Engineering Basic Training Module				
Course unit title and code	G270 - 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	MARIA JESUS GONZALEZ PRIETO
E-mail	maria.gonzalez@unican.es
Office	E.T.S. de Ingenieros de Caminos, Canales y Puertos. Planta: + 1. DESPACHO (1038)
Other lecturers	BEATRIZ PIS VALLE

3.1 LEARNING OUTCOMES

- At the end of the course the student ought to be capable of:
 - know the economic language.
 - Know the economic basic techniques applicable in his professional future.
 - Know the operation of the economic basic units and its management instruments.
 - Know the characteristics of an industrial sector, to be able to diagnose its problems and propose feasible solutions.
 - Know the different types of markets and the role played by the different economic agents .
 - Know the role played by companies in the economic activity.
 - Know how companies can and must adapt to different economic situations .
 - Know how to apply leadership and management methods to optimize the resources of the companies.
 - Know the restrictions and potential advantages that stem from the different alternatives of organizational design .
 - Solve exercises on risk situations and investment appraisal.
 - Introduction to company's production system .
 - Know the financial resources function in the growth strategies of business policy.

4. OBJECTIVES

Targets:

- That the student acquires the basic concepts to understand the economic processes involved in his future profession.
- That the student incorporates into his technical work the economic analysis tools.
- To qualify the student to identify the economic consequences of the technical decisions , to defend the solutions that he supports incorporating to them the criteria of efficiency (costs and benefits of the technical decisions).

6. SUBJECT PROGRAM

CONTENTS

1	Educational organization. Contents 1 THE COMPANY AND ITS ENVIRONMENT Lesson 1 °. The company Lesson 2 °. The company's environment Lesson 3 °. The macroeconomic environment Lesson 4 °. The sectorial and microeconomic environment
2	2 LEADERSHIP AND MANAGEMENT OF THE COMPANY Lesson 5 °. Planning and control management. Lesson 6 ° Organization and organizational behaviour Lesson 7 °. Human Resources Management Lesson 8 °. Investment and financing management Lesson 9 °. Accounting
3	Production management in the company Lesson 10°. Production and productivity Lesson 11°. Stocks Management Lesson 12°. Production planning Lesson 13°. Main planning process Lesson 14°. Project control

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Block 1: assessment	Written exam	No	Yes	33,00
Block 2: assessment	Written exam	No	Yes	33,00
Block 3: assessment	Written exam	No	Yes	34,00
TOTAL				100,00

Observations

pass the subject it is necessary to pass the three partial tests of which it is divided (obtaining in each of them a mark of 5 or above).
 In the case of not having overcome all the partial tests, an exam will take place in June, within the evaluation period, in the date indicated by the University, where the students will be able to recover the partial tests not passed.
 The subject's final mark in June's summon will be the weighted average of the evaluation tests , as long as, an equal, or superior, qualification to 5 has been obtained in each of them.
 Marks of partial tests of the summon of June will not be kept for the one of September (the students who fail to qualify in June will have to examine themselves of the whole subject in September).
 Marks of partial tests of the summon of September will not be kept for the one of the following course (The students who fail in September will have to register of the whole subject and take all its exams).

Observations for part-time students

Note for part-time students
 The same criteria of evaluation will be applied to the part-time students as to the full-time student, although the temporary distribution of activities may be adapted to the temporary conditions, when it is considered necessary.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Stiglitz, Joseph. "ECONOMÍA". Ed. Ariel. 1995.
- Bueno Campos, Eduardo. "CURSO BÁSICO DE ECONOMÍA DE LA EMPRESA". Ediciones Pirámide. Madrid. 1993.
- Torres López, Juan. "INTRODUCCIÓN A LA ECONOMÍA". Ediciones Pirámide. Madrid. 2011.
- Cuervo García, Álvaro. "INTRODUCCIÓN A LA ADMINISTRACIÓN DE EMPRESAS". Civitas Ediciones. Madrid. 4ª Edición. 2001.
- Milgrom, Paul. "ECONOMÍA, ORGANIZACIÓN Y GESTIÓN DE EMPRESAS" Ed. Ariel. Barcelona, 1993.
- Heyzer, J. y Render, B. "DIRECCIÓN DE LA PRODUCCIÓN Y DE OPERACIONES. DECISIONES TÁCTICAS". Ediciones Pearson. Madrid. 8ª Edición. 2007.
- Heyzer, J. y Render, B. "DIRECCIÓN DE LA PRODUCCIÓN Y DE OPERACIONES. DECISIONES ESTRATÉGICAS". Ediciones Pearson. Madrid. 8ª Edición. 2007.