

SUBJECT TEACHING GUIDE

G348 - Introduction To Business Economy

Degree in Economics
First Degree in Economics

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Degree in Economics First Degree in Economics			Type and Year	Core. Year 1 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	ALBERTO GARCIA CERRO ELISA PILAR BARAIBAR DIEZ IGNACIO LLORENTE 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: Indicators of the 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
Practical exam (unit 7)	Written exam	Yes	Yes	35,00
Team work based on the collection and analysis of business information	Work	No	Yes	10,00
Monitoring course work (different tests and tasks based on the activity carried out over the academic course)	Others	No	Yes	15,00
TOTAL				100,00

Observations

The final grade of the subject will be:

- Ordinary assessment: The final grade for the subject will be the weighted average of the following: exam 1 (20%), exam 2 (20%), exam 3 (35%, minimum grade 3.5), team work (10%), and monitoring course work (15%). The subject is passed when the student obtains an average equal to or greater than 5 (having obtained a minimum grade of 3.5 in the exam 3). In the event that the student does not have a minimum grade of 3.5 in exam 3, the maximum average grade will be 4.9.

- Extraordinary assessment: A final exam of the whole subject. The subject is passed if the student obtains at least a 5 in this exam.

Important: The exams will be done in person or virtually if the health circumstances, or the professor of the course requires it.

Observations for part-time students

Students on a part-time basis may pass the subject obtaining at least a 5 in a final exam of the whole subject (100%).

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.