

SUBJECT TEACHING GUIDE

G813 - Economics and Business Administration

Degree in Telecommunication Technologies Engineering

Academic year 2023-2024

| 1. IDENTIFYING DATA | | | | | |
|----------------------------------|---|------------------|--------------------|------------------|--------------|
| Degree | Degree in Telecommunication Technologies Engineering | | | Type and Year | Core. Year 2 |
| Faculty | School of Industrial Engineering and Telecommunications | | | | |
| Discipline | Subject Area: Business Basic Training Module | | | | |
| Course unit title and code | G813 - Economics and Business Administration | | | | |
| Number of ECTS credits allocated | 6 | Term | Semester based (1) | | |
| Web | | | | | |
| Language of instruction | Spanish | English Friendly | No | Mode of delivery | Face-to-face |

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| Department | DPTO. ADMINISTRACION DE EMPRESAS |
| Name of lecturer | MARIA JESUS GONZALEZ PRIETO |
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| Other lecturers | ROGELIO OLAVARRI FERNANDEZ |

3.1 LEARNING OUTCOMES

- Course objectives

The purpose of the course is to teach the student the following contents:

- 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.
- 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. COURSE ORGANIZATION

CONTENTS

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| 1 | <p>Educational organization. Contents</p> <p>1 THE COMPANY AND ITS ENVIRONMENT</p> <p>Lesson 1 °. The company</p> <p>Lesson 2 °. The company's environment</p> <p>Lesson 3 °. The macroeconomic environment</p> <p>Lesson 4 °. The sectorial and microeconomic environment</p> <p>2 LEADERSHIP AND MANAGEMENT OF THE COMPANY</p> <p>Lesson 5 °. Planning and control management.</p> <p>Lesson 6 ° Organization and organizational behaviour</p> <p>Lesson 7 °. Human Resources Management</p> <p>Lesson 8 °. Investment and financing management</p> <p>Lesson 9 °. Accounting</p> <p>3 PRODUCTION MANAGEMENT IN THE COMPANY</p> <p>Lesson10 °. Production and productivity</p> <p>Lesson 11 °. Stocks Management</p> <p>Lesson 12 °. Production planning</p> <p>Lesson 13 °. Main planning process</p> <p>Lesson 14 °. Project control</p> |
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7. ASSESSMENT METHODS AND CRITERIA

| Description | Type | Final Eval. | Reassessn | % |
|--|--------------|-------------|-----------|--------|
| written exam | Written exam | No | Yes | 33,00 |
| written exam | Written exam | No | Yes | 33,00 |
| written exam | Written exam | No | Yes | 34,00 |
| TOTAL | | | | 100,00 |
| Observations | | | | |
| <p>Note</p> <p>To pass each partial objective test it is necessary to obtain a grade equal to or greater than 4.00. It will be approved by course when the partial tests have been passed and the weighted average is equal to or greater than 5. The recovery of the failed partial tests will be carried out on the dates indicated by the management of the center. Notes of partial tests of the ordinary call for the extraordinary one are not kept.</p> <p>The remote evaluation of the works, practical laboratory exercises and written tests is foreseen in the event that a new health alert for COVID-19 makes it impossible to carry out the evaluation in person</p> | | | | |
| Observations for part-time students | | | | |
| <p>Note for part-time students</p> <p>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.</p> | | | | |

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Stiglitz, Joseph. "ECONOMÍA". Ed. Ariel.
- Bueno Campos, Eduardo. "CURSO BÁSICO DE ECONOMÍA DE LA EMPRESA". Ediciones Pirámide. Madrid. 1993. ISBN: 84-368-0779-0.
- Torres López, Juan. "INTRODUCCIÓN A LA ECONOMÍA". Ediciones Pirámide. Madrid. 2011. ISBN: 9788436825398.
- Cuervo García, Álvaro. "INTRODUCCIÓN A LA ADMINISTRACIÓN DE EMPRESAS". Civitas Ediciones. Madrid. 4ª Edición. 2001. ISBN: 84-470-1664-1.
- Milgrom, Paul. "ECONOMÍA, ORGANIZACIÓN Y GESTIÓN DE EMPRESAS" Ed. Ariel. Barcelona, 1993. ISBN: 84-344-2082-1.
- Heyzer, J. y Render, B. "DIRECCIÓN DE LA PRODUCCIÓN Y DE OPERACIONES. DECISIONES TÁCTICAS". Ediciones Pearson. Madrid. 8ª Edición. 2007. ISBN: 9788483223611
- Heyzer, J. y Render, B. "DIRECCIÓN DE LA PRODUCCIÓN Y DE OPERACIONES. DECISIONES ESTRATÉGICAS". Ediciones Pearson. Madrid. 8ª Edición. 2007. ISBN: 9788483223604