

SUBJECT TEACHING GUIDE

G987 - Business

Degree in Industrial Electronic Engineering and Automatic Control Systems

Academic year 2023-2024

| 1. IDENTIFYING DATA | | | | | |
|----------------------------------|---|------------------|--------------------|------------------|--------------|
| Degree | Degree in Industrial Electronic Engineering and Automatic Control Systems | | | 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 | G987 - Business | | | | |
| Number of ECTS credits allocated | 6 | Term | Semester based (2) | | |
| 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 | AINOA QUIÑONES MONTELLANO | | | | |
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| Other lecturers | RAFAEL RODRIGUEZ FERNANDEZ VICENTE BENGOCHEA BOTIN | | | | |

3.1 LEARNING OUTCOMES

- 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.
- That the student knows the important role that department of production in the company

6. COURSE ORGANIZATION

CONTENTS

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| 1 | THE COMPANY AND ITS ENVIRONMENT Lesson 1 °. The company's environment Lesson 2 °. The macroeconomic environment Lesson 3 °. The sectorial and microeconomic environment |
| 2 | LEADERSHIP AND MANAGEMENT OF THE COMPANY Lesson 4 ° Management, planning and control Lesson 5 ° Investment and financing management Lesson 6 ° Accounting |
| 3 | PRODUCTION MANAGEMENT IN THE COMPANY Lesson 7°. Production and productivity Lesson 8°. Stocks Management Lesson 9°. Production planning Lesson 10 °. Project control |

| 7. ASSESSMENT METHODS AND CRITERIA | | | | |
|--|--------------|-------------|-----------|--------|
| Description | Type | Final Eval. | Reassessn | % |
| Exam block 1; Written examination; no Final evaluación; 33% | Written exam | No | Yes | 33,00 |
| Exam block 2; Written examination; no Final evaluación; 33% | Written exam | No | Yes | 33,00 |
| Exam block 3; Written examination; no Final evaluación; 34% | Written exam | No | Yes | 34,00 |
| TOTAL | | | | 100,00 |
| Observations | | | | |
| <p>To 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.</p> <p>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.</p> <p>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).</p> <p>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).</p> | | | | |
| Observations for part-time students | | | | |
| <p>The same rule 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 |
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| BASIC |
| <ul style="list-style-type: none"> - Mankiw, G. (2012): Principios de Economía. Ediciones Paraninfo, 6ª Edición. - Stiglitz, J. (1995): Economía. Ed. Ariel. - Mochón, F. (2010): Principios de Economía, Mc Graw Hill, 4ª Edición. - Cuervo García, A. (2004): Introducción a la Administración de Empresas". Civitas Ediciones. Madrid. 4ª Edición. - Moyano Fuentes, J. y otros (2011): Administración de empresas: Un enfoque teórico práctica, Pearson. - Bueno Campos, E. (1993): Curso básico de economía de la empresa. Ediciones Pirámide. Madrid. - Torres López, J. (2011) "Introducción a la economía". Ediciones Pirámide. Madrid. 2011. - Heyzer, J. y Render, B. (2007): Dirección de la producción y de operaciones. Decisiones tácticas. Ediciones Pearson. Madrid. 8ª Edición. - Heyzer, J. y Render, B. (2007): "Dirección de la producción y de operaciones. Decisiones estratégicas". Ediciones Pearson. Madrid. 8ª Edición. |