

SUBJECT TEACHING GUIDE

G1971 - Economics and Business Administration

Degree in Civil Engineering First Degree in Civil Engineering

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Degree in Civil Engineering First Degree in Civil Engineering			Type and Year	Core. Year 2 Core. Year 2
Faculty	School of civil Engineering				
Discipline	ECONOMICS AND BUSINESS				
Course unit title and code	G1971 - 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

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	MARIA JESUS GONZALEZ PRIETO				
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Other lecturers	SAUL TORRES ORTEGA GONZALO LLAMOSAS GARCIA				

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	1 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 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	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 Page

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Written exam 34%	Written exam	No	Yes	60,00
Others 21%	Work	No	Yes	40,00
TOTAL				100,00
Observations				
<p>Note</p> <p>To pass the partial test it is necessary obtaining in each of them a mark of 4 or above.</p> <p>To pass the subject is necessary to pass the two partial tests and the weighted average is equal to or superior than 5.</p> <p>In the case of not having overcome all the partial tests, an exam will take place in February, within the evaluation period, in the date indicated by the University.</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