

## SUBJECT TEACHING GUIDE

G339 - Introduction To Business Economy

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND  
ECONOMICS

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND  
ECONOMICS

Double Degree in Business Administration and Management and Labour Relations

Double Degree in Business Administration and Management and Labour Relations

Double Degree in Law and Administration and Business Management

Double Degree in Law and Administration and Business Management

First Degree in Business Administration and Management

Degree in Business Administration and Management

Academic year 2024-2025

1. IDENTIFYING DATA						
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS Double Degree in Business Administration and Management and Labour Relations Double Degree in Business Administration and Management and Labour Relations Double Degree in Law and Administration and Business Management Double Degree in Law and Administration and Business Management First Degree in Business Administration and Management Degree in Business Administration and Management			Type and Year	Core. Year 1 Core. Year 1	
Faculty	Faculty of Economics and Business Studies					
Discipline	COMPANY Subject Area: Business Basic Training Module					
Course unit title and code	G339 - Introduction To Business Economy					
Number of ECTS credits allocated	6	Term	Semester based (1)			
Knowledge Field						
Web						
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face	

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	IGNACIO LLORENTE GARCIA
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Other lecturers	LADISLAO LUNA SOTORRIO

#### 4. OBJECTIVES

Understanding the nature and functions of a company as a way to organize economic activity.

Description of the functional areas and education requirements at them.

General knowledge and interpretation (with a high degree of aggregation) of the information generated by the company.

#### 6. SUBJECT PROGRAM

##### CONTENTS

1	Unit 1: The economic nature of business
2	Unit 2: Company objectives
3	Unit 3: The business and its environment
4	Unit 4: The business figure
5	Unit 5: Business development
6	Unit 6: Business economic indicators

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Exam. (Unit 1 and 2)	Written exam	No	Yes	20,00
Exam (Units 3, 4 and 5)	Written exam	No	Yes	20,00
Work in group (Analysis of a company)	Work	No	No	10,00
Monitoring	Others	No	No	15,00
Final practical exam	Written exam	Yes	Yes	35,00
<b>TOTAL</b>				<b>100,00</b>

##### Observations

The evaluation consists of the following tests:

1. Continuous evaluation during the course (65%)

2. Final practical exam (35%)

##### Observations for part-time students

Students on a part-time basis may pass the course by taking a theoretical exam (65%) and the practical exam (which weighs 35% of the grade). Both will be done on the date designated for the final exam in the ordinary call. In the extraordinary call, the same examinations and weightings will be maintained.

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

CUERVO, A. (director) (2008): "Introducción a la Administración de Empresas". 6º ed. Civitas, Navarra.

