

SUBJECT TEACHING GUIDE

G348 - Introduction To Business Economy

Degree in Economics

First Degree in Economics

Academic year 2024-2025

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)		
Knowledge Field					
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				
E-mail	jluis.fernandez@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E211)				
Other lecturers	ALBERTO GARCIA CERRO				

4. OBJECTIVES	
To understand the nature and functions of the firm as a way to organize economic activity.	
To know and understand how firms work.	
To know and interpret the information generated by companies.	

6. SUBJECT PROGRAM	
CONTENTS	
1	Unit 1: Introduction to business economics
2	Unit 2: The economic nature of the firm
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: <ul style="list-style-type: none"> - 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.

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

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.