

SUBJECT TEACHING GUIDE

G1447 - Introduction to Business Administration

Degree in Civil Engineering BILINGUAL UC-CU CIVIL ENGINEERING PROGRAM

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Degree in Civil Engineering BILINGUAL UC-CU CIVIL ENGINEERING PROGRAM			Type and Year	Compulsory. Year 2 Compulsory. Year 1
Faculty	School of civil Engineering				
Discipline	Obligatory Subjects ECONOMICS AND BUSINESS				
Course unit title and code	G1447 - Introduction to Business Administration				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	English	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	PEDRO DIAZ SIMAL
E-mail	pedro.diaz@unican.es
Office	Edificio IH Cantabria. Planta: + 2. DESPACHO (228)
Other lecturers	

3.1 LEARNING OUTCOMES
- The student will understand and criticize basic economic analysis applied to engineering and social environment
- The student will asses organizational performance based on individual and collective behaviors
- The student will develop project assessments with economic instruments

4. OBJECTIVES
The student will be familiar with the economic instruments applied to the anlysis of engineering framework
The students will understand the basic rules of organizationnal behavior
The student will be familiar with the basic investment analysis instruments

6. SUBJECT PROGRAM	
CONTENTS	
1	Economic Theory. Macro and Microeconomic Analysis. Introduction
2	Business administration principles
3	Engineering economic analysis

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Midterm exam	Written exam	No	Yes	37,00
End term exam	Written exam	No	Yes	37,00
Exercises sheet	Work	No	Yes	26,00
TOTAL				100,00
Observations				
Observations for part-time students				
The curriculum will be adapted in case of students on partial dedication guaranteeing the competences obtained with limited class attendance.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Economics: Principles, Applications and Tools, 8/e O'Sullivan, Sheffrin, and Perez
Organizational Behavior, 14/E, Robins & Hodges
Engineering Economic Analysis 12 E Donald G. Newnan, Jerome P. Lavelle, and Ted G. Eschenbach