

COURSE INFORMATION			
Subject	Fundamentals of Business Economics	Code	22003
Degree	Degree in Business Administration		
Credits	Type	Course	Period (Quarter, year)
6	Compulsory	First	1st semester

Departments and Areas			
Department	Knowledge Area	Responsible Department	Responsible for academic records
Business Organization	Business Organisation	Business Organisation	Business Organisation

TEACHERS				
		Group	Location Office	E-mail
Professor / Professor Coordinator / a	Jorge Valdés Conca		0031PB013	Jorge.valdes @ ua.es
Teachers / as	José Mas Marco	15	0031PB013	jose.mas@ua.es

CONTEXT OF THE SUBJECT. aims to place the subject in the professional profile in the training plan grade and their coordination with the other subjects.

Fundamentals of Business Economics is a basic introductory course in which students acquire knowledge that allows them to be familiar with concepts and administration tools, so students can interpret business reality from a systematic and global perspective. From this point of view, the main focus of the subject is based on studying the company, the employer, and main business decisions. This is done in order to establish a first contact with reasoning knowledge and techniques that, later, will be developed in subjects such as business management and leadership. In particular, we can highlight the direct relationship with the following subjects within the degree of BUSINESS ADMINISTRATION:

- Operations management, 1st year.

- Organisation Designing, 2nd year.
- Strategic management of the company I, 3rd year.
- Strategic management of the company II, 3rd year.
- Strategy and International Management of the company, 4th year.
- Entrepreneurship, 4th year.
- Human Resource Management, 4th year.
- Environmental quality management, 4th year.

COMPETENCIES OF THE DEGREE

General Competencies

- CG 1. Ability to search and analyse.
- CG 2. Ability to work in a team
- CG 3. Ability to learn independently.
- CG 4. Apply professional criteria to problem analysis based on technical tools
- CG 5. Ability to make decisions putting knowledge into practice.
- CG 6. Derive relevant information from data unrecognizable by non-professionals.
- CG 7. Ethical commitment and social responsibility at work, respecting the environment, knowing and understanding the importance of respect for fundamental rights, equality of opportunities between men and women, to the universal accessibility for people with disabilities and respect for the values such as culture of peace and democracy.
- CG 8. Analyse problems with critical thinking, without prejudice, with precision and accuracy.
- CG 9. Synthesis skills.
- CGUA 3. Ability to communicate orally and by writing.

Specific Skills

EC 1. Manage and direct a company or small, medium or large organisation, understanding their competitive and institutional location and identifying their strengths and weaknesses.

CE10. Learn to use various technical tools for operation analysis, and assimilate the main organisation in order to analyse a company in its environment.

CE15. Prepare decision making in companies and organisations, especially in the operational and tactical levels.

LEARNING OBJECTIVES

Conceptual Objectives

1. Know the evolution of the different theories for organisation and business administration.
2. Know what elements and characteristics define the business environment, distinguishing two basic types: macro and micro.
3. Distinguish the stages of the decision-making process and the most common mistakes made.

Procedural Objectives

1. Learn to use mathematical models for decision making.

Attitudinal Objectives

1. Develop a critical approach in business situations.
2. Develop different visions of the role of the company as a tool for economic development.

CONTENT OF THE COURSE

UNIT 1. THE ENTREPRISE AS AN ECONOMIC SCIENCE.

- 1.1. Concept, content and method of the Business Economics.
- 1.2. The Company as a System.
- 1.3. Concept of organization and management.
- 1.4. Evolutionary synthesis of the major schools of management and organisation.

UNIT 2. THE COMPANY AND THE EMPLOYER.

- 2.1. Conceptualization of the company.
- 2.2. Brief description of the historical development of the company.
- 2.3. Evolution of the entrepreneur.
- 2.4. The entrepreneur in today's economy.

UNIT 3. TYPES OF COMPANIES.

- 3.1. Classification criteria.
- 3.2. The individual company.
- 3.3. Private enterprises as a corporation.
- 3.4. Particular types of companies.
- 3.5. The governmental company.

UNIT 4. DECISIONS IN THE COMPANY.

- 4.1. Decision making in the company.
- 4.2. Stages in the decision making process.
- 4.3. Types of decisions.
- 4.4. Approaches to decision making.

UNIT 5. LOCATION, SIZE AND GROWTH OF THE COMPANY.

- 5.1. The location of the company: core factors.
- 5.2. Market areas.
- 5.3. The size of the company.
- 5.4. The existence of an optimum size in the company.
- 5.5. Dimension, occupancy and operating leverage.
- 5.6. The business growth.

UNIT 6. THE BUSINESS AND THE ENVIRONMENT

- 6.1 Corporate social responsibility
- 6.2 Concept and types of environment
- 6.3 Structural analysis of the MICRO environment: the Porter's five forces.

UNIT 7 ENTERPRISE STRATEGY.

- 7.1 The concept of strategy
- 7.2 Elements and levels of strategy
- 7.3 Types of strategies
- 7.4 Elements to formulate the strategy: Strategic Business Matrices

UNIT 8. OBJECTIVES OF THE COMPANY.

- 8.1. Terminological clarification.
- 8.2. The objectives of the company.
- 8.3. Historical perspective of the problems of business objectives.

UNIT 9. PLANNING, CONTROL AND INFORMATION SYSTEM.

9.1. Planning.

9.2. Control.

9.3. The information system.

METHODOLOGY AND STUDENT LEARNING PLAN

TEACHING (*)	METHODOLOGY	HP (*)	HNP
THEORY	Lesson Master / participatory	30	
THEORETICAL-PRACTICAL SEMINARS			
PRACTICAL PROBLEMS	Troubleshooting, case studies, problem-based learning	30	
INDIVIDUAL WORK			15
COOPERATIVE WORK			15
STUDY AND DEVELOPMENT OF MATERIALS			60
TOTAL NUMBER OF HOURS = ECTS CREDITS NO X 25 HOURS			

HP: number of contact hours / year; HNP: number of non-contact hours / course

(*) Data provided by the Curriculum tab (check), and therefore fixed.

SCHEDULE.

SUBJECT		WEEKLY TIMING SCHEDULE			
		DEDICATION OF STUDENT			
WEEK	UNIT	CLASSROOM ACTIVITIES		ACTIVITIES NON-CONTAC	
		DESCRIPTION Examples: theoretical class, problems, practical work, group tutorials, etc.	WEEKLY TOTAL (h)	DESCRIPTION Examples: Individual work, cooperative work, Other	WEEKLY TOTAL (h)
1	1	Theoretical class	2	Individual Work	3
	1	Practical work, readings and problems	2	Cooperative Work	3
2	1-2	Theoretical class	2	Individual Work	3
	1	Practical work, readings and problems	2	Cooperative Work	3
3	2-3	Theoretical class	2	Individual Work	3
	2	Practical work, readings and problems	2	Cooperative Work	3
4	3-4	Theoretical class	2	Individual Work	3
	2-3	Practical work, readings and problems	2	Cooperative Work	3
5	4	Theoretical class	2	Individual Work	3
	3-4	Practical work, readings and problems	2	Cooperative Work	3
6	5	Theoretical class	2	Individual Work	3
	4	First Objective Test Theory (items 1-4) Practical work, readings and problems	2	Cooperative Work	3
7	5	Theoretical class	2	Individual Work	3
	4	Practical work, readings and problems	2	Cooperative Work	3
8	5-6	Theoretical class	2	Individual Work	3
	5	Practical work, readings and problems	2	Cooperative Work	3
9	6	Theoretical class	2	Individual Work	3

	5	Practical work, readings and problems	2	Cooperative Work	3
10	6-7	Theoretical class	2	Individual Work	3
	5-6	Practical work, readings and problems	2	Cooperative Work	3
11	7	Theoretical class	2	Individual Work	3
	6-7	Practical work, readings and problems	2	Cooperative Work	3
12	7-8	Theoretical class	2	Individual Work	3
	7	Practical work, readings and problems	2	Cooperative Work	3
13	8	Theoretical class	2	Individual Work	3
	7-8	Practical work, readings and problems	2	Cooperative Work	3
14		Theoretical class			
	8-9	Practical work, readings and problems	2	Individual Work	3
	8-9	Second Objective Test Theory (items 5-8)	2	Cooperative Work	3
15		Theoretical class			
	9	Practical work, readings and problems	2	Individual Work	3
	9	Practical test of continuous assessment	2	Cooperative Work	3
16-18 *					
TOTAL HOURS			60		90
STUDENT WORK HOURS TOTAL CREDITS ECTS x = 25 HOURS					

* Evaluation Weeks after school period.

REFERENCES AND RESOURCES

General Bibliography

Basic

Claver, E., Llopis, J., Lloret, M. and Molina, H. (2000). Business Administration Guide. 4th edition. Civitas. Madrid.

Complementary

Iborra, M.; Dasi, A.; Dolz, C. and Ferrer, C. (2007). "Fundamentals of Management". Thomson. Madrid.

Cuervo García, A. et al. (1994): "*Introduction to Business Administration*". Civitas. Madrid.

Robbins, SP and Decenzo, DA (2002): "*Fundamentals of Management*". Prentice Hall. Mexico.

Tarragó Sabate, F. (1992): "*Introduction to Business Economics*". Hispano-European. Barcelona.

Electronic Resources

On the virtual campus in the teaching materials section, you will find the programme of this course, the slides corresponding to the theory of all units and practical work for each topic. In the links section there are several virtual campus electronic links that are to expand knowledge on the subject.

EVALUATION PROCESS. Activities assessment, description / criteria and weighting (%)

Evaluation Activity		Description / Criteria	Percentage
Continuous assessment	Objective test (theory) 1	If the additional score is 6 out of 10 (60% of grade) will not be required final test	15%
	Objective test (theory) 2		15%
	Practical exam		30%
Final test	Theory test	Be added to the marks obtained in ongoing evaluation to anyone who has not passed the minimum score of 6 out of 10 in the continuous evaluation	20%
	Practical exam		20%

The evaluation is done through continuous assessment and a final test. Continuous assessment has a value of 60% of the final mark and the final exam will be 40%.

Continuous assessment consists in three tests, two of which are multiple choice (objective tests), on the theory of the course, each worth 15% of the final grade. The third test is a practical exam on the practical work of the subject with a rating of 30% of the final mark.

If the additional score of the three tests is equal or higher than 60% (maximum score possible on continuous assessment, ie if the sum of the three tests is less than 3.6) the student is not required to do the final exam and total score will be calculated by multiplying the joint rating obtained in all three tests by 10/6.

On the contrary, if the additional score of the three tests is below 3.6, the student must do the final test and the final mark will be the result of adding all marks (the three continuous assessments and the final test).

The characteristics of these evaluation processes are:

- Objective tests 1 and 2 of the continuous assessment: these tests evaluate the theoretical knowledge acquired in the didactic units 1-4 (first test) and 5-9 (second test). These tests do not require a minimum score.
- Practical exam of continuous assessment. It consists in performing a group of readings and problems to evaluate the practical contents of all units.
- Final test (January). The final test will consist of an objective test of all teaching units worth 20% of the mark and a practical exam similar to the first continuous assessment, worthing the remaining 20% of the mark. It is a written exam on the practical work of the subject. There is the possibility to redo the objective tests 1 and 2 in the January call.
- July. In this exam period the student should mandatorily be examined on the whole subject (theory and practical, units 1-9) with a maximum score of 10 points. 50% of these 10 points correspond to redoing the theoretical tests and the remaining 50% from redoing the practical exam.