



BACHELOR IN ECONOMICS FIRST COURSE

Course Title	Business Economics	Code	802341
Module	Basic Formation	Area	Business
Nature	Basic		
Credits	6	Attendance	3
		Non Attendance	3
Year	1	Semester	1

COORDINATION

DEPARTMENT
Organización de Empresas
COORDINATION AND CONTACT
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SYNOPSIS

SHORT DESCRIPTOR
Study of the basic concepts related to business management and organization, analysing the nature and economic and social aims of the firm and entrepreneurship. Analysis of the decision process at corporate and competitive strategic levels as well as the principles of organizational designs. Study of the main decisions related with firm functional areas, as operations, human resources, marketing, and financial management.
PRE-REQUISITES
None
OBJECTIVES
To identify the key aspects of business administration. - To understand the nature of the firm and entrepreneurship. - To analyse quantitative firm objectives, economics as well as socials, in order to reach efficiency and efficacy.



- To know the basic concepts about organizational structure and design
- To know the process of strategic decisions.
- To understand the basic decisions about firm functional areas: operations, marketing, human resources, and finance.

COMPETENCES

General: CG2, CG3, CG4

Cross-Sectional: CT1, CT3

Specific: CE2, CE3, CE7

LEARNING METHODOLOGY

A mixed methodology of teaching and learning will be used in all educational activities with the aim of encouraging students to develop a collaborative and cooperative attitude in the pursuit of knowledge.

TOPICS COVERED (Syllabus)

CHAPTER1. THE FIRM

- 1.1. The nature of the firm
- 1.2. Firm's typology
- 1.3. Firm's objectives
- 1.4. Business environment

CHAPTER 2. ENTREPRENEUSHIP AND BUSINESS MANAGEMENT

- 2.1. Ownership and business management
- 2.2. Entrepreneurship
- 2.3. Managerial roles
- 2.4. Knowledge and information technologies in the firm

CHAPTER 3. THE STRATEGY OF THE FIRM

- 3.1. The strategy of the firm
- 3.2. Competitive strategy
- 3.3. Corporate strategy
- 3.4. Firm growth

CHAPTER 4. ORGANIZATION

- 4.1. Firm's structure
- 4.2. Organizational design parameters
- 4.3. Contingency factors
- 4.4. Structural models

CHAPTER 5. HUMAN RESOURCES

- 5.1. Human motivation and leadership
- 5.2. Recruitment and selection
- 5.3. Training and personal development
- 5.4. Systems of retribution and assessment

CHAPTER 6. OPERATIONS MANAGEMENT

- 6.1. Operations function
- 6.2. Strategic decisions: product and process design
- 6.3. Strategic decisions: capacity, location, and layout
- 6.4. Planning and control of operations



CHAPTER 7. MARKETING MANAGEMENT
 7.1. Marketing function
 7.2. Market research and consumer segmentation
 7.3. Product and price decisions
 7.4. Placement and advertisement

CHAPER 8. FINANCIAL MANAGEMENT
 8.1. Financial function
 8.2. Finance environment
 8.3. Investment decisions
 8.4. Finance decisions

TEACHING ACTIVITIES DISTRIBUTION

Theoretical lessons	% of Total Credits	30 %
Theoretical classes (theoretical contents and business cases)		
Practical lessons	% of Total Credits	10 %
Individual and group activities and business news for their discussion and presentation in the class		
Other activities	% of Total Credits	10%
It includes tutorials, exams, etc. 50% are outdoor activities		

ASSESSMENT

Exams	% Share of Final Grade	50%
Final exam		
Two exams	% Share of Final Grade	30%
2 partial exams		
Other activities	% Share of Final Grade	20%
Active participation in classes and seminars, and individual activities for debate, as well as business cases resolution and presentation		

EVALUATION CRITERIA

Active participation in classroom activities: 10 %
 Case studies: 30 %
 Individual or group presentations and other homework: 10 %
 Final exam: 50 %
 All students that take the first test (mid-November) will be assessed ("Presentado") in the



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February exam, whether or not they take the final exam.



TIMETABLE

WEEK	CLASS
1	Presentation and general rules. Chapter 1. The firm.
2	Chapter 1. The firm. Chapter 2. Entrepreneurship and business management.
3	Chapter 2. Entrepreneurship and business management.
4	Seminar. Cases of chapters 1 and 2.
5	Chapter 3. The strategy of the firm.
6	Partial exam (Chapters 1 to 3). Chapter 4. Organization.
7	Chapter 4. Organization. Chapter 5. Human resources.
8	Seminar. Cases of chapters 3 and 4.
9	Chapter 5. Human resources. Chapter 6. Operations management.
10	Chapter 6. Operations management.
11	Partial exam (chapters 4 to 6). Chapter 7. Marketing management.
12	Seminar. Cases of chapters 5 and 6.
13	Chapter 8. Financial management
14	Chapter 8. Financial management Seminar. Cases of chapter 7 and 8.

ACTIVITIES OUTSIDE OF THE CLASSROOM:

- Individually: at the end of each book chapter there are two additional individual activities to determine the level of knowledge on the subject: a self-assessment activity consisting of 10 multiple choice questions with solutions, as well as 2 individual reflection activities. Likewise, each student will be assigned an application to analyze it outside the classroom and review and make a constructive comment in the classroom.
- In group: at the end of each book chapter there are two additional activities in order to consolidate knowledge and communication skills and teamwork. Another group of activity is to conduct a brief business case on the subject in each chapter. Students will gather information, discuss and analyze it, making a presentation at the seminar.
- Individually or in groups, students should be reviewing, analyzing, outlining, and so on.

NOTE: This calendar is for guidance only.



RESOURCES

BASIC BIBLIOGRAPHY

DIEZ VIAL, I.; MARTÍN DE CASTRO,.; MONTORO SÁNCHEZ, A. (2012). Introduction to Business Administration. Ed. Cívitas, Madrid.

STRYDOM, J.; KILEY, J.; BEER, A.; HOLTZHAUSEN, M.; STEENKAMP, R.; RUDANSKY-KLOPPERS, S.; NIEUWENHUIZEN, C.; KARA, M. (2011) Principles of Business Management, Oxford University Press, UK. Second Edition.

COMPLEMENTARY BIBLIOGRAPHY

CUERVO, A. (2008), Introducción a la Administración de Empresas, Thomson Civitas, Sexta Edición.

IBORRA, M.; DASÍ, A.; DOLZ, C.; FERRER, C. (2007), Fundamentos de Dirección de Empresas. Conceptos y Habilidades Directivas, Thomson - Paraninfo.

OTHER RESOURCES