



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

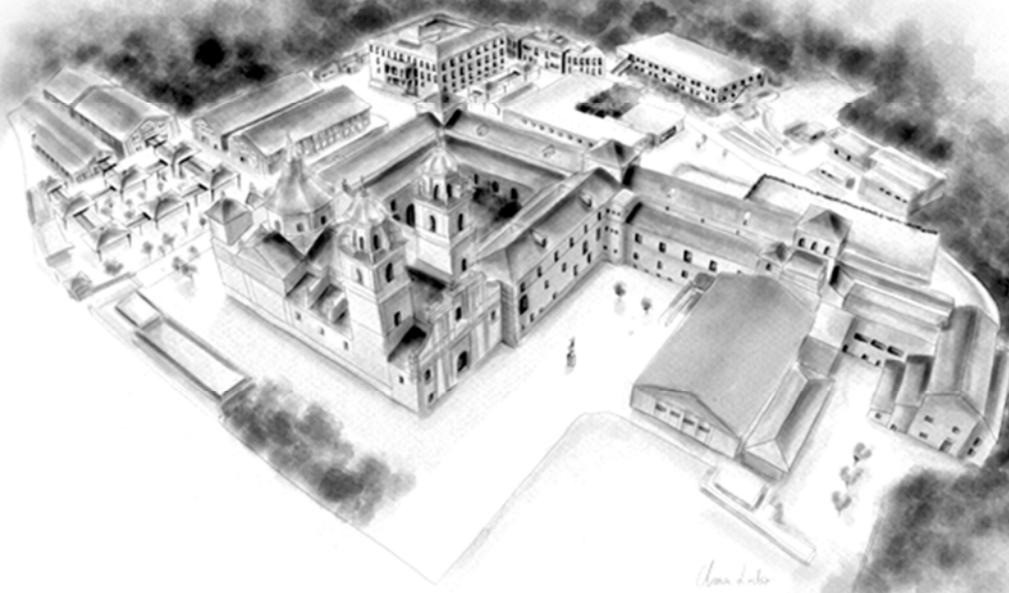
*20 años*  
*de educación,*  
*amor y servicio*

# **Teaching Guide 2017/2018**

## **Principles of Business Economics**

Bachelor Business Administration

Face-to-face mode



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## Principles of Business Economics

Module: **Corporate Management.**

Field: **Corporate Economics.**

Character: **Basic Training.**

ECTS: **6 ECTS.**

Time period: **First Course, first semester**

Teacher: **Laura Campoy Gómez**

Email: **lmcampoy@ucam.edu**

Student's attention timetable: **Wednesdays 12.00h**

Module coordinator teacher: **José Palao Barberá**

### Brief Description

The subject focuses on the systems for business management and the essential strategic decisions to be taken in order to adapt the business to its environment. The process of strategic planning will be analyzed, as well as its evolution over time and adaptation to new business typologies and top tools currently used.

### Previous requisites

In order to optimize the training results, the student must have previous basic knowledge about equations interpreting a representation

### Objetives

1. Understand the evolution of the different concepts focus of business
2. Understand the evolution of the businessman role and its importance in current economy.
3. Analyze the relationship between business and environment.
4. Implement management principles to solve structural problems.
5. Understand the business basic process in the decision-making.

### Competences and training results

#### Cross curricular subjects

- (T1) Analysis and synthesis ability
- (T2) Planning and management ability
- (T6) Information management ability
- (T7) Problem solving
- (T8) Decision Making

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(T9) Team work

(T14) Critical reasoning

(T16) Autonomous Learning

(T18) Creativeness

(T22) Motivation for quality

(UCAM5) To be able to use basic ICTS tools.

(UCAM6) To have the ability to work as part of a team, in order to keep a relationship with people of the same or different professional team.

(MECER5) Understand the main points of texts dealing with known topics in different fields, work, study or leisure situations.

(MECER7) Produce simple and coherent texts about familiar topics of personal interest.

## Specific Competences

(E8) Know and apply basic concepts of Business Management and Administration

(E19) Have the ability to put knowledge to practical use.

(E25) Identify the corporate structure characteristics.

(E26) Identify the business functional areas.

(E27) To define criteria according to which a corporate is defined and relate the results with the analysis of the business environment to identify trend and outlook.

(E28) Identify new business developments to face successfully the changing scenery.

(E43) Analyze case studies and provide solutions.

## Training results

- Understand, argue and synthesize contents in the business economy.
- Manage and organize the information acquired during the process of learning in business administration.
- Organize and learn how to use the information coming from different contexts to carry out works in business administration.
- Acquire the ability necessary to solve problems related to the business.
- Decide in a critical and comprehensive way among the different options when it comes to make decisions related to business economy.

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- Acquire and implement collaboration strategies and abilities that favor the team work in the business.
- To issue a judgment and take up a critical stance facing the different situations set out in the study in corporate economics.
- Manage his/her learning process in that environment in a pro-active way.
- Generate learning abilities to allow him/her to follow subsequent studies in the area of firms with a high level of autonomy.
- Adjust the business behavior to the business changes and demands in business administration.
- To assess the significance of the suitable work performance in this field.
- To know and use adequately the resources that provide new information technologies in everyday business work.
- To collaborate with other professionals to acknowledge the different contributions that other fields of work provide to the business activity.
- To analyze and synthetize the key questions in a text related to trade management.
- To analyze and synthetize questions related to the subject in students' texts.
- To have and understand business economy knowledge based in books with aspects involving knowledge from the avant-garde in the field of study.
- To know and apply theoretical fundamentals in the make of decisions.
- To understand the principles of the Theory of Organization and Strategic Management.
- Understand and apply the knowledge of corporate economics to the practice through the elaboration and defense of arguments well supported and built.
- Solve practical cases of decision making in the firm related to investment matters.
- To analyze the different funding resources in the firm to adequate the choosing.
- To make decisions about times and firm production costs.
- To make decisions about supplies in the firm.
- To identify the advantages and disadvantages of the different legal forms the firms can adopt.
- To understand the general principles that regulate the different corporate organization systems.
- To understand the principles of corporate administration.
- To understand the business project in its entirety.
- To know and apply the systems of support to the management and their functions: planning, analysis, design and settling the information systems.
- To know and know how to apply the different business management theories.
- To know and understand the functions in the management planning and control.
- Recognize the different decisions to make in the firm subsystems and the methodologies in the decision to make in each case.
- Understand the basic corporate theory.
- Know and understand the organization and functional areas of a corporation and its relationship with its environment.
- Recognize the different variables that affect the management and firm location
- Identify the importance of the environmental externalities of the firm and how they affect the decisions, together with the need of the quality control.

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- Know how to identify the general and specific environment variables necessary to the diagnosis of the firm problems and the search for alternatives.
- Identify and know how to apply the criteria to select investments.
- Use the different techniques of decision making in the firm in terms of the level of information obtained.
- Elaborate decision reports.

## Methodology

Methodology	Hours	Hours of work Face-to-face	Hours of work Non Face-to-face
Lectures (65%)	39	60 hours (40%)	
Practice: workshops (8%)	4,8		
Assessment (7%)	4,2		
Tutorials (20%)	12		
Personal study (45%)	40.50	90 hours (60%)	
Tasks (30%)	27		
Practical Lectures (15%)	13.50		
Bibliographic search (10%)	9		
<b>TOTAL</b>	<b>150</b>	<b>60</b>	<b>90</b>

## Contents

Theme 1 : The business and the businessman.

1.1 .Concept of business and businessman

1.2 .Concept and types of the corporation environment

1.3 .Analysis of the general environment (PEST)

1.4 .Analysis of the specific environment. Porter Forces and life cycle

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1.5 .SWOT Diagnosis.

1.6 .Case study

Theme 2: Business strategy and strategic management.

2.1. Management and planning

2.2. Strategies concept and typology

2.3. Goals, CMI and corporate strategic map

2.4. Case study

Theme 3: Organization and decision making

3.1. Organization and structural systems

3.2. Management and typology

3.3. Decision making process in the firm.

3.4. Certainty, uncertainty and risk criteria.

3.5. Case study

Theme 4: Decisions in the corporate subsystems (cases)

4.1. Financial and trade subsystem

4.2. Complete cases

## Connection with other subjects of the study plan

As introductory subject of the concepts related to the firm and its functioning, this subject is essential for the later understanding of the subject “Corporate Economy” and those making reference to the corporate sub-systems functioning (Operations Management, Human Resources Management, etc.) and their planning and management (Strategic Management, Quality).

The subject also links the firm to its general and specific environment; hence it is connected to Financial Economy and Accountancy.

## Sistema de evaluación

February/June Call

**Written exams: 80%.**

There will be two exams with short theory questions and exercises or practical cases. Both exams will be worth 40% each one.

**Student's involvement in training activities: 20%**

The student's involvement in the different training activities part of the subject will be assessed through the exercises, tasks, case studies carried out and problems solved individually and in groups, together with the public exposition of tasks and the degree of involvement in discussion forums.

September Call:

**Written exams: 80%**

There will be two exams with short theory questions and exercises or practical cases.

**Student's involvement in training activities: 20%**

The student's involvement in the different training activities part of the subject will be assessed through the exercises, tasks, case studies carried out and problems solved individually and in groups.

## Rating system:

The ratings system (RD 1.125/2003. from 5th September) as follows:

0-4, 9 Fail (SS)

5, 0-6, 9 Pass (AP)

7, 0-8, 9 Good (NT)

9,0-10 Distinction (SB)

The "Honors" mention can be awarded to those students with a degree of 9,0 or higher. This cannot be awarded to more than 5% of the students registered in a subject in each academic year, unless the number of students registered is less than 20, when there will be awarded only one mention.

## Bibliography and reference sources

### Basic bibliography

## Fundamentals of Corporate Economics

- Business in Context 6e (2015), David Needle, Lecturer in International Business in the Department of Management, King's College London, Published by Cengage Learning, ©2015,
- Management Paperback (2011), by G.A. Cole (Author), Phil Kelly (Author), Cengage

### Complementary bibliography

- Introduction to Industrial Organization (MIT Press) second edition Edition Feb 17, 2017, by Luis M. B. Cabral (Author), ISBN-13: 978-0262035941, ISBN-10: 0262035944

### Webs associated

- Instituto Nacional de Estadística. [www.ine.es](http://www.ine.es)
- Fundación Nexia para la familia empresaria: [www.laempresafamiliar.com](http://www.laempresafamiliar.com)
- Confederación Española de Organizaciones Empresariales: [www.ceoe.es](http://www.ceoe.es)
- Información Oficial Empresas de España: [www.camerdata.es](http://www.camerdata.es)
- Portal de apoyo a los emprendedores: [www.creaciondeempresas.com](http://www.creaciondeempresas.com)
- Asociación Española de Contabilidad y Administración de Empresas: [www.aeca.es](http://www.aeca.es)

### Study recommendations

The student must review the subject contents regularly and pay special attention to the subject self-assessment activities, to determine the progress and degree of contents acquisition.

### Didactic material

The personal computer will be a common tool with all programs installed (text editor, spreadsheet, presentation, etc.). We recommend the use of CDs, DVDs, and Pen drives to make easier the information flow or the Power Point presentations, etc. during the lectures. It will be necessary the connection to Internet.

### Tutorials

Academic tutorial:

The tutorials have the of consolidating the contents, skills and abilities taught in the lectures, as well as helping the student to solve questions and doubts set out by students. These hours will also be used to carry out, control and rating of the tasks to make easier the understanding of the subject methodology and rating systems.

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### Personal tutorial:

The University has also a Team of Tutors that follow the registered students' progress during the course. The personal tutor follows the student's progress during the whole degree.

Link: <http://www.ucam.edu/servicios/tutorias/preguntas-frecuentes/que-es-tutoria>