



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

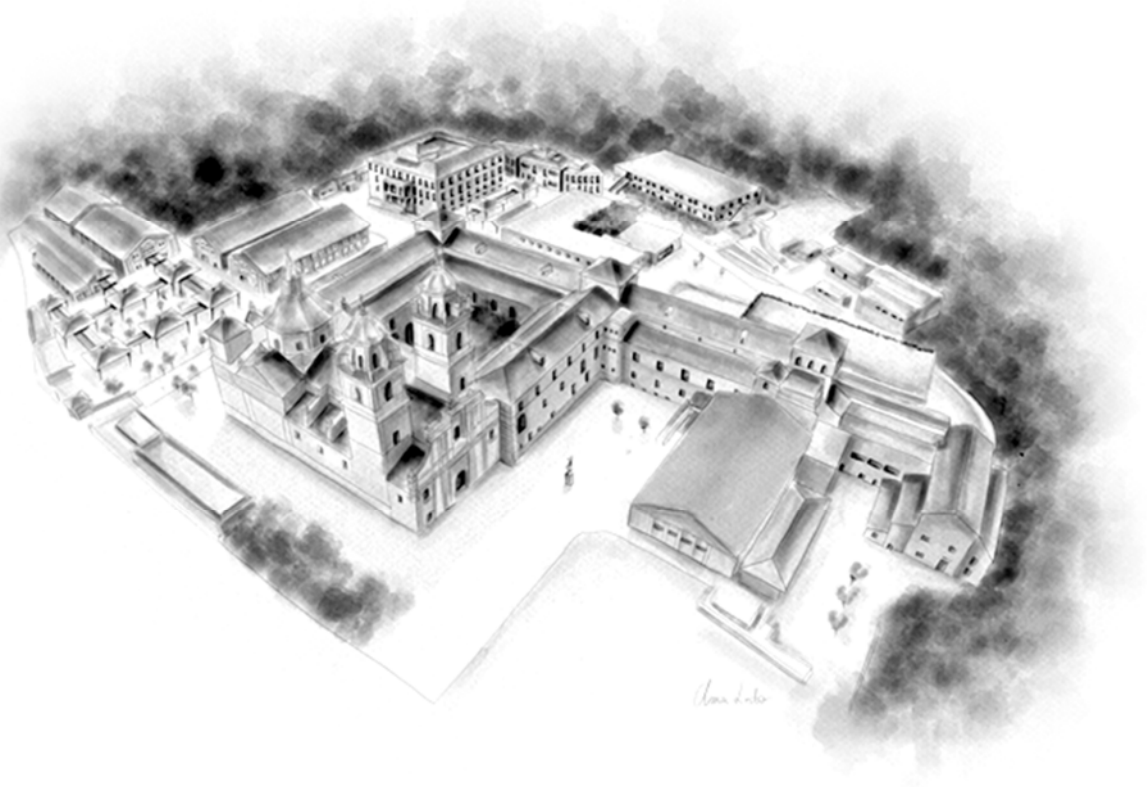
*20 años*  
*de educación,*  
*amor y servicio*

# Teaching Guide 2017/2018

## Business Economics

### Bachelor Business Administration

#### Face-to-face mode



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Business Economics

## Business Economics

Module: **Corporate Management**

Field: **Corporate Economics**

Character: **Basic Training.**

ECTS: **6 ECTS.**

Time period: **Second course, first semester**

Teacher: **Laura Campoy Gómez**

Email: **lmcampoy@ucam.edu**

Student's attention timetable: **Wednesdays 11.00h**

Module coordinator teacher: **José Palao Barberá**

### Brief Description

The main objective is for the student to know the process for decision making in the different business functional areas and according to different levels of information. Various instruments for making financial, production, and commercial decisions will be analyzed and evaluated within different risk contexts.

### Previous requisites

The student should have previous basic knowledge of algebra and calculus, financial mathematics and resolution, interpretation and equations representations, in order to maximize the learning results of this subject.

### Objectives

1. Identify the functional areas of an organization.
2. Acquire the ability to apply knowledge to the practice
3. Analyse the problem of a corporation and design a solution
4. Identify new development of business organizations to face with success the changing environment.
5. Apply organizational principles to the resolution of corporation structural problems.

### Competences and training results

#### Cross curricular subjects

(T1) Analysis and synthesis ability

(T2) Planning and management ability

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(T6) Information management ability

(T7) Problem solving

(T8) Decision Making

(T9) Team work

(T14) Critical reasoning

(T16) Autonomous Learning

(T17) Adaptability to new situations

(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

## Specific Competences

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

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

(E20) Have the ability to search information and perform research.

(E25) Identify the corporate structure characteristics.

(E26) Identify the business functional areas.

(E27) 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.

(E57) Communicate fluently in its environment and work in a team.

## Training results

- Understand reason and synthesize contents in the field of business economy.
- Manage and organize the information acquired during the learning process in the field of business economy.
- Organize and know how to use the information from different contexts in order to perform different tasks in the field of business economy.
- Acquire the necessary abilities to solve problems related to corporations.

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- Acquire and implement collaboration strategies and abilities to favor work in team in the field of business.
- Issue sentences and take a stance critically facing the different situations laid out in the field of business economy.
- Manage the learning process in this field in a proactive way.
- Produce learning abilities that allow them to follow subsequent studies in the area of business economy.
- Adjust their behavior to the changes and demands set out by the new situations in business environment.
- Plan and develop innovative actions in their field of knowledge.
- Acquire abilities and competences necessary to assume responsibilities related to work teams management and organization in the field of business economy.
- Value the importance of the suitable realization of their work in this field.
- Know and use adequately the resources that make possible the new technologies of information and communication in the professional exercise in the corporation.
- Collaborate with other professionals by recognizing the different contributions that other fields perform in the professional exercise of the corporation.
- Have and understand knowledge of economy, supported by text books with some aspects that involve knowledge from their field of study avant-garde.
- Know and apply the theoretical fundamentals of the decision making.
- Understand the principles of the Organization and Strategic Management Theory.
- Understand and apply the knowledge of business economy through the elaboration and discussion of well documented and constructed arguments.
- Solve case studies of decision making in the business in investment-financial, production and trade matters.
- Analyze the different investment cases by applying investment theories.
- Analyze the different financial resources of the corporation in order to adapt the choice to the case.
- Make decisions about the corporation production times and costs.
- Make decisions about the corporation supplies.
- Locate information by means of different sources for the correct definition of the corporation problem and the choice of the decision method to apply
- Locate and recognize real cases, in different communication means, that refer to the decisions and the methods used in them.
- Identify the advantages of the different legal forms corporations may adopt.
- Understand the general principles that rule different organizational systems.
- Understand corporation administration systems.
- Understand corporation project as a whole.
- Know and apply management support systems and their functions: planning, analysis, design and implementation of information systems.
- Know and apply the business management different theories.
- Know and understand the management functions in the control and planning.
- Recognize the different decisions to be taken in the corporation subsystems and the methodologies in the decision making to apply in each case.

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- Understand the corporation basic theory.
- Know and understand the corporation organization and functional areas and their relationship with the environment.
- Recognize the different variables that have influence in the corporation management and localization.
- Identify the relevance of environmental externalities of a firm and their influence in the decisions, as well as the need for quality control.
- Communicate business economics information, ideas, problems and solutions in a suitable way and with effectiveness.
- Solve study cases in work teams.
- Criticize and debate the results obtained.
- Use correct terminology in the tasks and project performance and presentations.
- Use a logical structure and write with orthographic correction.

## 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

Unit 1: Business subsystems and decision making.

- 1.1. Certainty decision criteria
- 1.2. Risk decision criteria
- 1.3. Uncertainty decision criteria

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- 1.4. Exercises and study cases.

Theme 2: Sequential decisions in the business risk and uncertainty environment.

- 2.1. Analysis a priori of the decisions. The EVPI (VEIP).
- 2.2. Analysis pre a posteriori. The REIM.
- 2.3. Analysis a posteriori. Gross and net study profit.
- 2.4. Exercises and case study.

Theme 3: Decision criteria in different functional areas.

- 3.1. Financing decisions.
- 3.2. Investment decisions.
- 3.3. Transactions decisions.
- 3.4. Exercises and case studies.

## Connection with other subjects of the study plan

The subject also puts the corporation in connection with its general and specific environment; therefore it is connected with fields such as Economy, Trade and Market Research, Financial Economy and Accounting.

This subject is essential for the later understanding of subjects related to the corporation subsystems (Operational Management, Human Resources Management, Quality, Strategic management) and their planning.

## Assessment system

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 submission of 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.

The student will surpass the subject in the call of September when the arithmetic means according to the fixed percentages of the three scores (i.e. the two written examinations and the participation in activities) is equal to or superior to 5, provided none of the three notes is inferior to 4.

Should the student not pass, the subject will have to be assessed it in full in following calls.

**Grading 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**

- An Introduction to Management Science: Quantitative Approach (2018, 2011), [David R. Anderson](#), [Dennis J. Sweeney](#), and [Thomas A. Williams](#). Ed. South Western, ISBN-10: 133740652X, ISBN-13: 978-1337406529
- Practical Management Science: Spreadsheet Modeling and Applications (2016), [Wayne L. Winston](#) and [S. Christian Albright](#). Ed.: Albright, ISBN-13: 978-0534371357, ISBN-10: 0534371353



## Business Economics

- Business in Context 6e (2015, 2011), David Needle, Lecturer in International Business in the Department of Management, King's College London, Published by Cengage Learning
- Management (2018, 2013), 14/E, Stephen P. Robbins, Mary A. Coulter, ISBN-10: 0134527607 • ISBN-13: 9780134527604

### Complementary bibliography

- Management (2018, 2013), 14/E, Stephen P. Robbins, Mary A. Coulter, ISBN-10: 0134527607 • ISBN-13: 9780134527604
- Business in Context 6e (2015, 2011), David Needle, Lecturer in International Business in the Department of Management, King's College London, Published by Cengage Learning

## 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.

## Tutorship and attendance

### Academic attendance:

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.

### Personal tutorship:

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>