



Universitat de Lleida

DEGREE CURRICULUM  
**FUNDAMENTALS OF BUSINESS  
MANAGEMENT**

Coordination: COLOM GORGUES, ANTONIO

Academic year 2019-20

## Subject's general information

<b>Subject name</b>	FUNDAMENTALS OF BUSINESS MANAGEMENT			
<b>Code</b>	101300			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Business Administration and Management	1	COMMON	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	1	COMMON	Attendance-based
	Double bachelor's degree: Degree in Law and Degree in Business Administration and Management	1	COMMON	Attendance-based
	Double bachelor's degree: Degree in Computer Engineering and Degree in Business Administration and Management	1	COMMON	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	2.4		3.6
	<b>Number of groups</b>	4		4
<b>Coordination</b>	COLOM GORGUES, ANTONIO			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	<p>On-site Classes 60 hours  Total hours 6 credits x 25 = 150 total hours  Autonomous work of the student (about 90 hours):</p> <ul style="list-style-type: none"> <li>- Thematic follow-up, of notes, ordering of materials, etc.</li> <li>- Follow-up and realization of practical activities corresponding to each of the theoretical topics</li> <li>- Autocontrol and evaluation of practical activities</li> <li>- Teamworks</li> <li>- Study, monitoring and preparation of the subject</li> <li>- Preparation of evaluations</li> <li>- Tutorial</li> </ul>			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			

<b>Language</b>	Spanish / Catalan, depending on the language of the students enrolled and assistants to class
<b>Distribution of credits</b>	Antonio Colom Gorgues 12 Manuel Plana Farrán 6 Sara Sampedro Escuer 6
<b>Office and hour of attention</b>	Natàlia Daries Ramon Wednesday and Thursday: 12:00 a 14:00 hours.  Josep M. Barrufet Olivart Tuesday: 19.00 a 20.30 hours.  Blanca Escardibul Ferra Monday and Friday: 13.30 a 16 hours. Without translation-També dies i hores a convenir.

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
COLOM GORGUES, ANTONIO	antonio.colom@udl.cat	12	
PLANA FARRAN, MANUEL	manel.plana@udl.cat	6	
SAMPEDRO ESCUER, SARA ISABEL	sara.sampedro@udl.cat	6	

## Subject's extra information

### Suggestions

a) Regardless of the established tutorial times, you can always send an e-mail to arrange a meeting on a particular day or at a particular time.

b) A good way of focusing the study of this subject is as follows:

- Follow the lecturer's explanations and organise your own notes. You are recommended to read your notes every week and to summarise them in order to emphasise the fundamental concepts to be understood and retained. You then need to comprehensively read the publications we will give you.

- When you finish studying a topic, you are recommended to do the corresponding exercises set. Some exercises will be done by the lecturer, but you will need to work on and solve others yourselves in order to assimilate the concepts explained in class.

- Relate the theoretical content learned to the real world. To achieve this, you are recommended to do the suggested activities. In all cases, it is advisable to consult the bibliography in order to become used to tackling problem-solving individually, as well as doing research by browsing the Internet, although you will always have the lecturer to guide you with any query, consultations or clarification.

### In summary:

- Lectures and practical assignments - Exercises done and set for students to do

- Activities carried out by students in class on the topic being dealt with at a particular time

c) Most activities and the written tests will be done and handed in class. It is therefore very important to attend classes.

d) You need to go into the Sakai UdL virtual space for this subject every week. In this space you will find: lists of exercises, answers, notifications from the lecturer, notes, etc.

### The course as part of the academic plan

Focus of the subject This subject comes in the first year of the degree course in business administration and management. This makes it an introductory subject intended to give students an overall view of businesses, both internally and externally, and concerning their environment. This subject not only teaches theoretical knowledge, it is also practical, as business management training requires the student to have skills and knowledge and applying it in solving business problems are equally important. In this sense, the practical classes are a basic element in learning

these skills and this knowledge, as they are the necessary bridge between theory and practise.

### **Relationship with other subjects in the curriculum**

This subject is constructed based on the knowledge obtained in the other subjects in the degree course, particularly financial accounting, marketing management and financial management.

### **Projection in professional fields**

The subjects studied in this degree are aimed at the management and administration of organisations and businesses. Professional opportunities are very varied, as the workload consists of science subjects, such as mathematics, statistics and information technology and social science subjects, such as law, economics etc., as well as specific businesses subjects like accounting, marketing and finance. This means professional opportunities may be focused on: a) Business b) National and local administration c) Teaching d) Liberal professions

## **Learning objectives**

The Business Economy is a social science that uses both the fundamentals of economic analysis and those that support the study of "administrative behavior", to explain the nature, structure and behavior of its material object, which is none other than the company that it is structured, organized and produced and, consequently, the entrepreneur who personalizes it functionally, so that it is known how it achieves its economic equilibrium or its efficiency in the market in which it develops economic activities.

The objectives of the subject are:

OBJ1: Study the economic reality of organizations that define themselves as companies, and try to scientifically explain their activities and functions, both from the perspective of their internal structure and the attitudes and behavior of the elements that compose them, as well as from the perspective of the relationships they maintain with their environment or with the economic and social agents that comprise it.

OBJ2: Analyze the general direction of a company, which corresponds, among other activities, to promote and coordinate the tasks of all functional areas so that the company achieves its objectives and obtains the best results. At the same time, functional disciplines require knowledge of administration and management, as well as the organization in which they are integrated, and also other important elements such as the fields of leadership and motivation.

OBJ3: Put into practice the methods and techniques for decision making in the company, placing special emphasis on the formulation of the strategy, and the praxis of business administration and management.

OBJ4: Introduce business management to arrive at a pragmatic perspective of analysis and resolution of the main functional problems that may arise in the management of a company, achieving this knowledge and basic skills, which throughout the degree (EDA) will be object of extension and deepening in the different subjects.

## **Competences**

### **General or basic competences**

1. Training of analysis and synthesis.
2. Capacity for criticism and self-criticism.
3. Team work and leadership.
4. Be able to work and learn autonomously and, simultaneously, interact appropriately with the rest, through cooperation and collaboration.

### **Specific competences**

1. Apply instrumental techniques in the analysis and solution of business problems and decision making within the company or organization.

### **Strategic competences of the University of Lleida**

1. Correct oral and written expression.
2. Domain of ICT.

## Subject contents

### Subject contents

The programme for this subject is broken down into **three parts**. Each part is linked to the next one to make a complete programme.

**In the first part (basics of Business Economics)**, you will find the basic concepts of this subject, such as “the business” and “the entrepreneur” and we will analyse the management function.

**In the second part (businesses and their economic environment)**, you will see that the businesses studied in the first part are not isolated, and in fact depend on the environment. You will therefore have to analyse everything outside a business that affects it and detect the threats and the opportunities deriving from this environment, as well as the business’s strengths and weaknesses. A business is therefore not something that is isolated; instead it forms part of an environment. We will also apply techniques for studying this environment and to measure the business’s level of competitiveness. We will conclude this second part by analysing the strategies businesses use to achieve their objectives so that they can deal with the threats and are in a position to make the most of their opportunities.

**In the third and last part (business structure and the management system)** we will look at the organisational and ownership structures of businesses. This will allow the business to choose its optimum size and decide whether it wants to/can grow and how much. We will conclude this third part by applying criteria that help us with decision-making.

#### PART ONE (BLOCK 1): THE BASICS OF BUSINESS ECONOMICS

##### 1. THE BUSINESS AS A SOCIOECONOMIC REALITY

- 1.1. THE BUSINESS AS A REALITY: CONCEPTUAL INTRODUCTION
- 1.2. THE CAPITALIST BUSINESS AS A BODY IN THE ECONOMIC SYSTEM
- 1.3. THE FUNCTION OF THE BUSINESS AS AN ECONOMIC AGENT
- 1.4. THE ELEMENTS OF A BUSINESS
- 1.5. THE MODERN BUSINESS: A COMPLEX SYSTEM

##### 2. CONCEPT OF A BUSINESS

- 2.1. CONCEPTUAL DIMENSIONS OF A BUSINESS
- 2.2. THE BUSINESS AS A SYSTEM: ANALYSIS OF BUSINESS SYSTEMS
- 2.3. CONCEPT OF A BUSINESS AS AN ORGANISATION: BASIC PRINCIPLES

#### Activity to be carried out by students:

You need to summarise this topic individually. You do not need to hand it in to the lecturer. Questions may be asked about this topic on examination day, so you need to study it.

##### 3. ENTREPRENEURS: ANALYSIS OF THE MANAGEMENT FUNCTION

- 3.1. DEVELOPMENT OF THE CONCEPT OF THE ENTREPRENEUR: CLASSICAL CONCEPT AND THE ROLE OF ENTREPRENEURS IN THE MODERN ECONOMY
- 3.2. ANALYSIS OF THE MANAGEMENT FUNCTION: INNOVATION, LEADERSHIP AND STRATEGIC ATTITUDE

**Workbook for topics 1, 2 and 3:** Business application of the detailed concepts in topics 1, 2 and 3.

## PART TWO (BLOCK 2): THE BUSINESS AND ITS ECONOMIC ENVIRONMENT

### 4. THE BUSINESS AND ITS ENVIRONMENT

- 4.1. CONCEPT AND NATURE OF THE ENVIRONMENT
- 4.2. ENVIRONMENTAL FACTORS AND THEIR INFLUENCE ON BUSINESSES
- 4.3. THE BUSINESS'S RESPONSE: STRATEGIC MANAGEMENT
- 4.4. CORPORATE SOCIAL RESPONSIBILITY

**Workbook for topic 4:** Exercises on the application of the SWOT analysis, analysis of the 5 Porter Forces and analysis of the Value Chain (case studies).

### 5. BUSINESS COMPETITIVENESS

- 5.1. CONCEPT OF COMPETITIVENESS
- 5.2. ANALYSING BUSINESS COMPETITIVENESS
- 5.3. MEASURING BUSINESS COMPETITIVENESS

**Workbook for topic 5:** Exercises on efficiency measures. Introductory exercises on the evaluation of investment profitability (case studies).

### 6. CONCEPT OF STRATEGY AND THE STRATEGY FORMULATION PROCESS

- 6.1. THE CONCEPT AND ELEMENTS OF BUSINESS STRATEGY
- 6.2. LEVELS OF STRATEGY
- 6.3. TYPES OF STRATEGY

## PART THREE (BLOCK 3): BUSINESS STRUCTURE AND MANAGEMENT SYSTEM

### 7. ORGANISATIONAL STRUCTURE

- 7.1. CONCEPT AND ELEMENTS OF ORGANISATIONAL STRUCTURE
- 7.2. THE PRINCIPLES STRUCTURING BUSINESS ORGANISATION
- 7.3. INTRODUCTION TO ORGANISATIONAL FORMS

### 8. BUSINESS OWNERSHIP STRUCTURE

- 8.1. SEPARATION OF OWNERSHIP AND CONTROL
- 8.2. CONCEPT OF OWNERSHIP STRUCTURE: OWNERSHIP GROUPS
- 8.3. PRINCIPAL TYPES OF BUSINESS CONTROL

### 9. BUSINESS SIZE, CONCENTRATION AND GROWTH

- 9.1. THE IMPORTANCE OF BUSINESS SIZE: EXPLANATORY FACTORS
- 9.2. MEASURING BUSINESS SIZE AND OPTIMUM DIMENSIONS
- 9.3. CONCEPT AND MEASUREMENT OF BUSINESS CONCENTRATION
- 9.4. CONCEPT, FORMS AND MEANS OF BUSINESS GROWTH.

**Workbook for topics 7, 8, 9:** Case studies within topics 7, 8 and 9. Exercises on break point.

## 10. THE BUSINESS MANAGEMENT SYSTEM

- 10.1. CONCEPT AND STRUCTURE OF THE MANAGEMENT SYSTEM
- 10.2. THE BUSINESS'S MISSION, OBJECTIVES AND TARGETS
- 10.3. THE BUSINESS MANAGEMENT PROCESS
- 10.4. MANAGEMENT EFFICIENCY AND MANAGEMENT BY OBJECTIVES
- 10.5. INTRODUCTION TO BUSINESS DECISIONS: BASIC DECISION-MAKING CRITERIA IN SITUATIONS OF UNCERTAINTY AND COMPETITION

**Workbook for topic 10:** Exercises on leadership, motivation and business management styles. Making decision exercises; application of the Theory of Games against Nature.

## Methodology

### General methodology

An active general methodology is proposed, proposing the maximum participation through a teacher interaction - students, based on a good thematic motivation, construction and maintenance of a mutual confidence climate, approach of the spirit of collaboration, projection of usefulness of the subjects of learning with examples and study of cases, resolution of exercises, and participatory induction and responsibility.

Although in some thematic the presentation of concepts, definitions and some contents will be made according to the masterful method, it will always be a matter of invoking the interactivity and the active participation of the students so that they can obtain a good learning of knowledge, abilities, skills, skills and attitudes, and responsible behaviors.

Likewise, the importance of the tutorial action is stressed, in order to provide a personal or group space with the purpose of helping, redirecting, solving problems, clarifying doubts and generally materializing "the task of facilitator" in front of the students, so that can improve the level of learning.

## Development plan

### TIMMING PLANNING OF SUBJECT ACTIVITIES

Tipos de Actividades	Descripción resumida de La actividad (Título del tema o actividad práctica)	Dedicación Presencial (h)	Semana Fecha	Parte y Objetivos Formativos
Presentación / Motivación / Debate	Presentación de la asignatura, los objetivos docentes, los contenidos teóricos y actividades prácticas, metodología, sistema de evaluación. Debate de contenidos con los estudiantes.	Tarde: 4 (2 x 2)	1 12-13/09/19	Presentación / Motivación / Debate
PRA	Constitución de los Grupos de Prácticas. Proyección del Vídeo sobre una empresa singular: "Pensioners Inc."	Mañana: 3 (1,5 x 2) Tarde: 3 (1,5 x 2)	1 12-13/09/19	Grupos de Prácticas
TEO	T1. LA EMPRESA COMO REALIDAD SOCIOECONÓMICA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	2 16-20/09/19	Bloque 1 OBJ1
PRA	Prácticas del TEMA 1. Caso de los Médicis. Caso de la Empresa Standard Oil	Mañana: 3 (1,5 x 2) Tarde: 3 (1,5 x 2)	2 16-20/09/19	Bloque 1 OBJ1, OBJ2
TEO	T2. CONCEPTO DE EMPRESA. INTRODUCCIÓN A LA ESTRUCTURA ECONÓMICA Y FINANCIERA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	3 23-27/09/19	Bloque 1 OBJ1, OBJ2
PRA	Prácticas del TEMA 1. Caso INDULLEIDA, una S:A. creada por Cooperativas en Lleida	Mañana: 3 (1,5 x 2) Tarde: 3 (1,5 x 2)	3 23-27/09/19	Bloque 1 OBJ1, OBJ2
TEO	T2. CONCEPTO DE EMPRESA. INTRODUCCIÓN A LA ESTRUCTURA ECONÓMICA Y FINANCIERA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	4 30/9-4/10/19	Bloque 1 OBJ1, OBJ2

PRA	Prácticas del TEMA 2. Caso de la Cerámica Sevillana La Gota. Caso de Iber Exprés. Ejercicios sobre Balance empresarial, Fondo de Maniobra y equilibrio financiero.	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	4 30/9-4/10/19	Bloque 1 OBJ1, OBJ2
TEO	T3. EL EMPRESARIO: ANÁLISIS DE LA FUNCIÓN DIRECTIVA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	5 7-11/10/19	Bloque 1 OBJ1, OBJ2
PRA	Prácticas del TEMA 3. Caso de la General Motors. Caso de la Creación de El Corte Inglés. Otros casos.	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	5 7-11/10/19	Bloque 1 OBJ1, OBJ2
TEO	T4. LA EMPRESA Y EL ENTORNO. MACROENTORNO EXTERNO Y ENTORNO PRÓXIMO. SCM Y LA CADENA DE VALOR	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	6 14-18/10/19	Bloque 2 OBJ1, OBJ2, OBJ3
PRA	Prácticas del TEMA 4. Casos IKEA y TROJAN TECHNOLOGIES.	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	6 14-18/10/19	Bloque 2 OBJ1, OBJ2, OBJ3
TEO	T4. LA EMPRESA Y EL ENTORNO. MACROENTORNO EXTERNO Y ENTORNO PRÓXIMO. SCM Y LA CADENA DE VALOR	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	7 21-25/10/19	Bloque 2 OBJ1, OBJ2, OBJ3
PRA	Prácticas del TEMA 4 / Prácticas del TEMA 5. Casos de análisis de la Cadena de Valor. Casos de análisis DAFO: El caso ZARA	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	7 21-25/10/19	Bloque 2 OBJ1, OBJ2, OBJ3
TEO	T5. LA COMPETITIVIDAD Y LA RENTABILIDAD DE LA EMPRESA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	8 28/10-1/11/19	Bloque 2 OBJ1, OBJ2, OBJ3
PRA	Prácticas del TEMA 5. Análisis de Mercado según las 5 Fuerzas de Porter. Ejercicios sobre Competitividad de la Empresa y Evaluación de Rentabilidad	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	8 28/10-1/11/19	Bloque 2 OBJ1, OBJ2, OBJ3
<b>Evaluación 1er Parcial</b>	<b>PRUEBA DE EVALUACIÓN DEL PRIMER PARCIAL. Semana 9ª, 8/11/18, de 18 a 21 h</b>	<b>Grupo Total Tarde 18 a 21 h</b>	<b>9 8/11/19</b>	<b>Evaluación 1er Parcial</b>
TEO	T6. FORMAS Y CLASES DE EMPRESAS. PRODUCCIÓN Y MARKETING	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	10 11-15/11/19	Bloque 2 OBJ2, OBJ3, OBJ4
PRA	Prácticas de los TEMAS 5 y 6. Ejercicios de Evaluación de Rentabilidad Caso de Análisis de Datos del DIRCE (INE)	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	10 11-15/11/19	Bloque 2 OBJ2, OBJ3, OBJ4
TEO	T7. LA ESTRUCTURA ORGANIZATIVA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	11 18-22/11/19	Bloque 3 OBJ1, OBJ2, OBJ3
PRA	Prácticas del TEMA 7. Caso Hoteles Golf. Caso Compañía Europea de Computadores y Equipos Informáticos.	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	11 18-22/11/19	Bloque 3 OBJ1, OBJ2, OBJ3
TEO	T8. ESTRUCTURA DE PROPIEDAD DE LA EMPRESA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	12 25-29/11/19	Bloque 3 OBJ1, OBJ2, OBJ3
PRA	Prácticas del TEMA 7 / Prácticas del TEMA 8. Caso Stewart contra Rockefeller. Caso del Grupo El Corte Inglés	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	12 25-29/11/19	Bloque 3 OBJ1, OBJ2, OBJ3
TEO / PRA	Repaso de Teoría Prácticas de los TEMAS 7 y 8. Otros Casos y resúmenes de casos anteriores	Mañana:4 (2 x 2) Tarde: 4,5 (1,5 x 3)	13 2-5/12/19	Bloque 3 OBJ1, OBJ2, OBJ3
TEO	T9. DIMENSIÓN, CONCENTRACIÓN Y CRECIMIENTO DE LA EMPRESA	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	14 9-13/12/19	Bloque 3 OBJ2, OBJ3, OBJ4
PRA	Prácticas del TEMA 9. Caso Mercadona. Ejercicios de Punto Muerto y Umbral de Rentabilidad	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	14 9-13/12/19	Bloque 3 OBJ2, OBJ3, OBJ4
TEO	T10. EL SISTEMA DE DIRECCIÓN DE LA EMPRESA. MODELOS Y ESTILOS DE LIDERAZGO Y DIRECCIÓN	Mañana: 4 (2 x 2) Tarde: 4 (2 x 2)	15 16-20/12/19	Bloque 3 OBJ2, OBJ3, OBJ4
PRA	Prácticas del TEMA 10. Casos sobre estilos de liderazgo y dirección empresarial (Nexus)	Mañana:3 (1,5 x 2) Tarde: 3 (1,5 x 2)	15 16-20/12/19	Bloque 3 OBJ2, OBJ3, OBJ4

Evaluación 2ª Parcial	PRUEBA DE EVALUACIÓN SEGUNDO PARCIAL. Semana 18ª, 16/01/20, de 9 a 12 h	Grupo Total Mañana 9 a 12 h	18 16/01/20	Evaluación 2ª Parcial
--------------------------	----------------------------------------------------------------------------	-----------------------------------	----------------	--------------------------

## Evaluation

### Tutorial action and Learning evaluation. Student assessment and qualification strategy

The Tutorial Action and the Evaluation System will have to represent the strategy proposed to ensure a good level of global learning within this subject, facilitating the student's understanding, solving personal problems, solving doubts, providing support, contrasting the level of learning, etc., which means having reached the competence assurance and achieving the objectives set out in it. To achieve this purpose, a strategy and activities based on the following operating scheme are proposed:

- A. Tutorial action throughout the semester.
- B. Personal self-evaluation of knowledge during the teaching process throughout the semester.
- C. Continuous evaluation, by partial, and global and final of the subject.

#### A. Action Tutorial throughout the semester during the teaching march of the subject:

The tutorial action will be proposed in principle, to provide a personal space or groups with the purpose of helping, redirecting, solving problems, clarifying doubts and in general materializing the aforementioned "facilitator task" of the teaching staff in front of the students, so that can improve learning. In summary, the option of personal or group tutoring will be provided, for clarifying doubts or other purposes every Monday and Tuesday in a schedule established by mutual agreement between the students and the teaching staff, and will include the advice and clarification of doubts in the Contents Theoretical, Practical Activities, Case Studies, Problem Solving, etc.

#### B. Personal self-evaluation of knowledge throughout the semester:

This self-evaluation activity will consist of the proposal of a series of multiple-choice questions that the student will respond to the achievement of each theoretical topic of the subject, with the essential objective of evaluating, himself, the understanding of concepts, definitions and different contents of each topic, and in this way to be able to assess the level of learning achieved, and at least, go back and clarify doubts with or without the participation of the teacher.

#### C. Continuous evaluation, by partial, and global and final of the subject:

**-Gathering of information for the evaluation:** The work of case studies, problem-solving practices, activity reports and evaluation tests (exams) will be collected in the term and date of collection, agreed with the students.

**-With regard to the partial evaluation tests:** They will consist of a test with questions that will have 4 answer options. The number of questions may vary and will be negotiated with the students. The initial proposal is about 30 to 40 multiple choice questions, with 4 answers (a, b, c, d) of which there will be only one correct. Most will be questions about concepts, definitions and theoretical contents. A proportion to negotiate will be about exercises (small problems or exercises to be performed) and the answers will include possible solutions.

#### **-The criteria that will be applied in % of weighting, to globally qualify the subject, are:**

- - Tests for assessing knowledge and skills in solving exercises (two semester tests agreed with students, with assessment of knowledge, thematic understanding and the state of the arts, concepts, characteristics and variables, resolution of simple exercises, etc. .) .....75%
- - Study of cases and practical activities in general, carried out by students..... 15%
- - Evaluation of class attendance, active participation and good attitude..... 10%

-Each partial test will be passed with a minimum score of 5 points. The same with regard to practical activities in general, and case studies.

-In principle, the desired goal a priori would be to approve the subject by continuous assessment and partial tests. This way you would not need a final test or any recovery test.

## Bibliography

### **Didactic resources. Materials and reference bibliography that is proposed to be used in this subject**

In summary, the didactic resources that are proposed to be used in the teaching development of this subject are a series of resources and basic materials, developed "ad hoc" in relation to the competences, objectives and contents programmed in it, where PowerPoints are included, complementary notes, case studies, the self-assessment tests corresponding to each theoretical topic, and a series of recommended complementary bibliography.

### **RESOURCES AND BASIC MATERIALS:**

- Collection of PowerPoint files for most scheduled topics.
- Collection of notes in Msword (doc) or pdf format, to follow the topics and practical activities scheduled.
- Collection of self-assessment tests for monitoring and self-control of knowledge and thematic understanding.
- Sheets with exercises and practical activities that are proposed to be carried out and solved exercises of reference, case studies, etc.
- Electronic dossier where will be good part of the material used for the development and monitoring of the subject.

### **COMPLEMENTARY BASIC BIBLIOGRAPHY:**

Bueno Campos, E. (2004): CURSO BÁSICO DE ECONOMÍA DE LA EMPRESA: UN ENFOQUE DE ORGANIZACIÓN. Madrid. Ediciones Pirámide. Cuarta edición.

Colom Gorgues A. (2009). EVALUACIÓN DE LA RENTABILIDAD DE PROYECTOS DE INVERSIÓN. APLICACIÓN A LOS SECTORES AGRARIO Y AGROALIMENTARIO. Editor Servei de Publicacions de la Universitat de Lleida, 449 pág.

Colom Gorgues A. (2000). MARKETING AGROALIMENTARIO. UNAS DEFINICIONES Y CONCEPTOS BÁSICOS. ETSEA, Universitat de Lleida, libro electrónico en soporte CD-Rom.

Colom Gorgues A. (2015). GUÍA BÁSICA Y EJERCICIOS PRÁCTICOS PARA LA GESTIÓN EMPRESARIAL. APLICACIÓN MULTISECTORIAL. Editor Servei de Publicacions de la Universitat de Lleida, 686 pág. ISBN: 9788484097969.

Koontz H., Wehrich H., Cannice M. (2012). ADMINISTRACION: UNA PERSPECTIVA GLOBAL Y EMPRESARIAL. Ed. McGraw Hill, 14ª Edición. University of California L.A. (UCLA).

Pérez Gorostegui, E. (2002). INTRODUCCIÓN A LA ECONOMÍA DE LA EMPRESA. Editorial Centro de Estudios Ramón Areces, Madrid.

Porter M.E. (2013). VENTAJA COMPETITIVA. CREACIÓN Y SOSTENIBILIDAD DE UN RENDIMIENTO SUPERIOR. Ed. Pirámide. Edición actualizada de la primera versión en inglés de "Ventaja Competitiva" del mismo autor. 589 pág.

Porter M.E. (2013). ESTRATEGIA COMPETITIVA. TECNICAS PARA EL ANALISIS DE LA EMPRESA Y SUS COMPETIDORES. Ed. Pirámide. Versión actualizada de la obra "Estrategia Competitiva" de este autor. 455 pág.

Romero López C. (1993). TÉCNICAS DE GESTIÓN DE EMPRESAS. Ed. Mundi Prensa-CEPADE. Madrid.

Tarragó Sabaté F. (1986). FUNDAMENTOS DE ECONOMÍA DE LA EMPRESA. Edición del autor. Universidad Barcelona.