



Universitat de Lleida

# DEGREE CURRICULUM **ECONOMY AND BUSSINES**

Academic year 2015-16

## Subject's general information

<b>Subject name</b>	Economy and Bussines
<b>Code</b>	101407
<b>Semester</b>	2
<b>Typology</b>	Basic training subjects
<b>ECTS credits</b>	7.5
<b>Theoretical credits</b>	4
<b>Practical credits</b>	3.5
<b>Office and hour of attention</b>	Tuesday and Thursday. EPS Building. Room 1.09
<b>Department</b>	Department of Business Administration and Economic Management of Natural Resources
<b>Modality</b>	Presencial
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.
<b>Language</b>	Spanish: 85% Catalan: 10% English: 5%
<b>Degree</b>	Degree in Architectural Technology
<b>Office and hour of attention</b>	Tuesday and Thursday. EPS Building. Room 1.09
<b>E-mail addresses</b>	natalia@aegern.udl.cat

## Subject's extra information

### Suggestions

Continuous work is required, so in addition to the hours spend in lectures and seminars each week, during term it will be necessary a private study time. Campus virtual offers lecture notes, seminar exercises, textbook and additional materials, for regular study, and preparation for exams.

### The course as part of the academic plan

"Economy and Business" is an introductory course in microeconomics, macroeconomics and business. The course is given in the second term of the second year.

## Learning objectives

see competences

## Competences

### University of Lleida strategic competences

- Correctness in oral and written language.

### Degree-specific competences

- Adequate knowledge of the concept of business, its institutional context, organizational models, planification, control and strategic decision taking in ambits of certainty, risk and uncertainty; production systems, costs, planification, sources of finance and elaboration of financial plans and budgets.
  - To Manipulate a standard supply and demand diagram, and be able to use it to answer a range of simple 'comparative static' questions. Calculate several types of elasticity. Understand how to use supply and demand analysis to assess the impacts of various types of policy intervention.
  - To identify the function of markets. Market structures.
  - To describe market failures. Externalities.
  - To know the concept, the objectives and the different types of firms.
  - To identify and to apply the main issues of firm production and costs.
  - To illustrate basic accounting and financial information.
  - To calculate and to analyse criteria for accepting investments/projects.
  - To describe a building firm and some indicators of management of building companies.
- Ability to organise small businesses, and to participate as a member of multidisciplinary groups in big businesses.
  - To describe a building firm and some indicators of management of building companies.
  - To know the concept, objectives and types of firms.

### Degree-transversal competences

- Ability for abstraction and critical, logical and mathematical reasoning.

## Subject contents

## Course Outline: 'Economy and Bussines'

### I. Introduction to economics.

#### 1. Microeconomics, macroeconomics.

The Scarcity Principle.

Some basic definitions.

Measuring the Economy GDP, Inflation, unemployment.

#### 2. Demand and Supply. Elasticity.

Demand curve.

Supply curve.

Supply and demand diagram. Comparative static questions. Impacts of various types of policy intervention

#### 3. Markets.

Types of markets.

Perfect competition and imperfect markets.

Concentration measures.

#### 4. Externalities.

Market failure.

Positive and negative externalities.

how can the effects of externalities be remedied?

### II. Business economics.

#### 5. Introduction to business economics.

Features of companies. Objectives.

Types of firms.

#### 6. Production and Costs.

Production function. Productivity and efficiency.

Costs functions.

Revenue.

Maximizing profit.

#### 7. Accounting analysis.

Accounting and financial information.

Financial and economic indicators.

## 8. Introduction to investment analysis.

The time value of money. Compound interest.

Criteria for accepting or rejecting projects.

Net present value. Internal rate of return. Benefit-cost ratio. Payback period.

## III. Buildings companies.

## 9. Building firm and building sector.

Characteristics of building firm.

Spanish building sector.

Lecture (English): Real state marketing.

## Methodology

The contents of the subject are distributed into theoretical lectures (3 hours/week) and practice sessions (2 hours/week). The practice sessions can be developed in the classroom or in the computer room. The results of these practices could be considered to calculate the 15% of the final grade.

## Development plan

Week	Large Group	Middle Group
1	Presentation	T1
2	T1	Practice 1. Macroeconomic variables
3	T2	Practice 2. Competitive equilibrium
4	T2	Practice 3. Elasticity
5	T3	Practice 4. Production
6	T4	Practice 5. Costs
7	T5	Practice 6. Markets
8	T6	Real estate marketing
9	Exam	
10	T6	Practice 7. Types of firms
11	T7	Practice 8. Financial statements
12	T8	Practice 9. Economic & financial analysis INF
13	T8	FESTIVE
14	T8	Practice 10. Investments INF
15	T9	Exam preparation
16	Exam	
17		
18		
19	Exam	

## Evaluation

- Midterm exam:35%
- Final exam: 50%
- Class activities:15%

## Bibliography

### Recommended bibliography

#### I. Principles of economics

- Cepeda,I., Lacalle, M., Simón, J.R. i Romero, D. (2004). Economía para ingenieros. Thomson Paraninfo. Madrid.
- Mankiw,N. Gregory (2007). Principios de economía. 4ª ed. Thomson. Madrid.
- Mochón,F. (1995). Economía Bàsica 2ª ed. McGraw-Hill. Madrid.
- Mochón,F. (2006) Principios de economía. McGraw-Hill. Madrid.
- Mochón,F. (2009). Economía. teoría y política. McGraw-Hill. Madrid.
- Perloff, J.M. (2004). Microeconomía. (3ª ed.) Addisonand Wesley. Madrid.
- Sloman,J (1997). Introducción a la Microeconomía. 3ª ed. Prentice Hall. Madrid.

#### II. Bussiness

- Arguedas,R., González, J. i Oliver, M. (2008). Fundamentos de inversión. UNED.Madrid.
- BuenoCampos, E. (2005). Curso básico de economía de la empresa: un enfoque deorganización. Pirámide. Madrid.
- FernándezPirla, J.M. (1981). Economía y gestión de la empresa. ICE. Madrid.
- Garrido,R. (2005). Análisis del entorno económico de la empresa. Pirámide.Madrid.
- Keown,A.J.; Petty, J.W.; Scott, D.F. i Martin, J.D. (1999). Introducción a las finanzas. La práctica y la lógica de la dirección financiera (2ª ed.).Prentice Hall. Madrid.
- Suárez Suárez, A. (2005). Decisiones óptimas deInversión y Financiación. (21 ed.) Pirámide. Madrid.

#### III. Building firms

- Asociación Española de Contabilidad y Administración deEmpresas. AECA. (2003). La Contabilidad de Gestión en las Empresas Constructoras . Serie principios decontabilidad de gestión.Número 25. Madrid.
- Llorca, Alicia (2009). Introducción a la economía y gestión empresarial para arquitectos. Editorial de la UPV. Valencia.
- Truyols, S. (2009). Economía y organización de empresaspara ingeniería de la edificación: teoría y práctica. Delta. Las Rozas.