



Universitat de Lleida

# DEGREE CURRICULUM **ECONOMY AND BUSINESS**

Coordination: ALDAZ IBAÑEZ, NATALIA

Academic year 2020-21

## Subject's general information

<b>Subject name</b>	ECONOMY AND BUSINESS			
<b>Code</b>	101407			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Architectural Technology and Building Construction	2	COMMON	Attendance-based
<b>Course number of credits (ECTS)</b>	7.5			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		4.5
	<b>Number of groups</b>	1		1
<b>Coordination</b>	ALDAZ IBAÑEZ, NATALIA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	30 hours in-person lectures 45 hours online class 112.5 hours independent student work			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Spanish Learning materials: Spanish, catalan and English.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
ALDAZ IBAÑEZ, NATALIA	natalia.aldaz@udl.cat	7,5	

## Subject's extra information

*Economy and Business* is an introductory course in Economics (microeconomics and macroeconomics) and business. The course is given in the second term of the second year.

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.

## Learning objectives

- To know the main macroeconomic variables and to be able to discuss the information in a macroeconomic framework.
- To manipulate a standard supply and demand diagrams, and to be able to use it to obtain the price and quantity equilibrium. To calculate several types of elasticity.
- To know and to apply the main issues of firm production and costs theory.
- To identify some market structures where the firms develop its activity.
- To know the concept, the objectives and the different types of firms.
- To analyse the basic accounting and financial information.
- To calculate and to analyse the criteria for accepting investments/projects.
- To plan the main commercial strategies.
- To know the main characteristics of building firms and some indicators the building Spanish sector.

## Competences

### Strategic competences of UdL

- UdL1 Appropriate skills in oral and written language.

### Cross-disciplinary competences

- EPS5. Capacity of abstraction and of critical, logical and mathematical thinking.

### Specific competences

- GEE6. Good understanding of the concept of company, its institutional framework, organizational models, planning, control and strategic decisions making in environments of certainty, risk and uncertainty; systems of production, costs, planning, funding sources and preparation of financial plans and budgets.
- GEE7. Capacity to manage small companies, and to take part as a member of a multidisciplinary team in big companies.

## Subject contents

1. Introduction to economics
  - 1.1 The scarcity principle.
  - 1.2 Outputs and resources.

- 1.3 Microeconomics and macroeconomics
- 1.4 Main macroeconomic indicators
- 2. Demand and Supply
  - 2.1 Demand curve.
  - 2.2 Supply curve.
  - 2.3 Supply and demand diagram. Equilibrium.
  - 2.4 Elasticity.
- 3. Production and Cost
  - 3.1 Production function. Productivity.
  - 3.2 Costs functions.
  - 3.3 Profit.
  - 3.4 Break-Even Point.
- 4. Markets
  - 4.1 Types of markets. Concentration measures.
  - 4.2 Perfect competition
  - 4.3 Imperfect markets.
  - 4.4 Market failure. Externalities.
- 5. Introduction to business economics
  - 5.1 Features of companies.
  - 5.2 Firm functions.
  - 5.3 Firm objectives.
  - 5.3 Types of firms.
- 6. Accounting analysis
  - 6.1 Balance sheet. Income Statement.
  - 6.2 Assets and liabilities.
  - 6.3. Economic and financial analysis.
  - 6.4 Firm financing.
- 7. Introduction to investment analysis
  - 7.1 Investment analysis data.
  - 7.2 The time value of money. Compound interest
  - 7.3 Discounted Cash Flow Analysis.
  - 7.4 Supplementary Analysis ('what if' analysis).
- 8. Overview of marketing
  - 8.1 Marketing function of firms.
  - 8.2 Marketing process. Marketing mix.
- 9. Buildings companies
  - 9.1 Features of building firms.
  - 9.2 Spanish building sector.

## Methodology

The contents of the subject are distributed into theoretical lectures and practice sessions. The activities will be developed in-person, at the classroom (2 hours per week) and online using the video-call tool of the e-learning platform (3 hours per week).

## Development plan

Week	Methodology	Content	In-person Hours	Online Hours	Independent student work

W.1	Participatory lecture	L1. Introduction to economics.	2	1	4.5
W. 1	Exercises	L1. Economic models.		2	3.5
W. 2	Participatory lecture	L1. Main macroeconomic indicators		2	4.5
W. 2	Exercises	L1. Main macroeconomic indicators	2	1	3.5
W. 3	Participatory lecture	L2. Demand and Supply.		3	4.5
W. 3	Exercises	L2. Supply and demand diagram	2		3.5
W. 4	Participatory lecture	L2. Demand and Supply.		3	4.5
W. 4	Exercises	L2. Elasticity exercises	2		3.5
W. 5	Participatory lecture	L3. Production and Cost	2	1	4.5
W. 5	Exercises	L3. Production and Cost exercises		2	3.5
W. 6	Participatory lecture	L3. Production and Cost		3	4.5
W. 6	Exercises	L3. Cost exercises	2		3.5
W. 7	Participatory lecture	L4. Markets.		3	4.5
W. 7	Exercises	L4. Real Estate market.	2		3.5
W. 8	Participatory lecture	L4. Concentration index	2	1	4.5
W. 8	Participatory session	Exam preparation		2	3.5
W. 9	Written Exam	Assessment A1	2		
W. 10	Participatory lecture	L5. Introduction to business economics		3	4.5
W. 10	Practise	L5. Types of firms	2		3.5
W. 11	Participatory lecture	L6. Accounting analysis	2		4.5
W. 11	Exercises	L6 Balance sheet. Income Statement.		3	3.5
W. 12	Participatory lecture	L6. Accounting analysis		3	4.5
W. 12	Exercises. Computer room	L6. Economic and financial analysis of building firm	2		3.5
W. 13	Participatory lecture	L7. Discounted Cash Flow Analysis	2	1	4.5
W. 13	Exercises. Computer room	L7. Profitability analysis		2	3.5
W. 14	Exercises. Computer room	L7. Discounted Cash Flow Analysis. 'What if' analysis	2	1	4.5

W. 14	Participatory lecture	L8. Overview of marketing		2	3
W. 15	Participatory lecture	L9. Building companies.		3	4.5
W. 15	Participatory session	Exam preparation	2		4.5
W.16-17	Written Exam	Assessment A2	2		
W. 19	Written Exam	Make up assessment A3	2		

## Evaluation

Assessment activity	%	Dates
A1 Written Exam	35	Week 9
A 2 Written Exam	45	Week 16/17
Exercises (individually or in group)	20	During the term
A3 Make up assessment Written Exam	80	Week 19

### Notes about exams and exercises:

- Assessment activities (A1 and A2; in-person) will be done during 9th and 16th/17th weeks. Each activity has 35 per cent and 45 per cent respectively of the final mark. A2 activity will cover all the course topics.
- During 19th week there is a make up assessment (in-person). This activity is a written exam about the contents of the course and it is 80 per cent of the final mark.
- The mark of the class exercises is 20 per cent of the total mark. This mark is the average of all the exercises proposed during the term.
- To be considered the exercises mark, it is compulsory to have been graded 4 or more in A1 and A2.
- If it is necessary it might be used the video-call and the test tools of the e-learning platform.

## Bibliography

### I. Principles of economics

- Mankiw, N. Gregory (2007). Principios de economía. 4ª ed. Thomson. Madrid.
- Sloman, J (1997). Introducción a la Microeconomía. 3ª ed. Prentice Hall. Madrid.

### II. Business

- Garrido, R. (2005). Análisis del entorno económico de la empresa. Pirámide. Madrid.

### III Strategic decisions

- Arguedas, R., González, J. i Oliver, M. (2008). Fundamentos de inversión. UNED. Madrid. Bueno Campos, E. (2005). Curso básico de economía de la empresa: un enfoque de organización. Pirámide. Madrid.
- Suárez Suárez, A. (2005). Decisiones óptimas de Inversión y Financiación. (21 ed.) Pirámide. Madrid.

### IV. Building firms

- Llorca, Alicia (2009). Introducción a la economía y gestión empresarial para arquitectos. Editorial de la UPV. Valencia.
- Truyols, S. (2009). Economía y organización de empresas para ingeniería de la edificación: teoría y práctica. Delta. Las Rozas.

