



Universitat de Lleida

# DEGREE CURRICULUM **ECONOMY AND BUSINESS**

Coordination: ALDAZ IBAÑEZ, NATALIA

Academic year 2023-24

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/CORE	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>	ECONOMICS AND BUSINESS			
<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 management
  - 5.1 What is a business?
  - 5.2 Types of business entities.
  - 5.3 Business objectives.
  - 5.4 Stakeholders
  
- 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).
  
- Lesson 8. Marketing
  - 8.1 The role of Marketing.
  - 8.2 Planning of marketing strategies.
  - 8.3 The four Ps.
  - 8.4 International marketing. E-commerce.
  
- 9. Buildings companies
  - 9.1 Features of building firms.
  - 9.2 Spanish building sector.

## Methodology

The subject is developed in theory sessions (lecturer class) and problem-solving sessions and applications, which are worked on the collection of problems for each topic. These sessions are participatory and can be done in the computer room.

## 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 block	%	Dates		Minimum grade
A1 Written exam	35	Week 9	Compulsory/individual	No
A2 Written exam	45	Week 16 / 17	Compulsory/individual	> 4.0 out of 10
AP Practical activities (3)	20	Throughout the course (during class time)	Required/group	No
AR Written exam	80	Week 19		> 4.0 out of 10

- The A1, A2 and AP assessment activities are mandatory.
- During weeks 9 and 16/17 the scheduled assessment tests A1 and A2 (face-to-face and individual written exams) are carried out. Each of these tests has a weight of 35% and 45%, respectively, on the final mark. The A2 test evaluates all the contents of the subject.
- The practical grade represents 20% of the final grade for the subject and is calculated as the average of the grades corresponding to the different exercises (2 or 3) proposed throughout the course. These tests will be done during class hours.
- To take into account the practical grade (20%), the A2 exam grade must be higher than 4.0.
- The course is passed with a final grade equal to or greater than 5.0.
- If the final grade is less than 5.0, during week 19, it will be possible to recover the grade for the subject (AR). The recovery will be done through a face-to-face (individual) written exam of the total contents of the subject and with a weight of 80% of the final grade.
- If necessary, the virtual campus videoconference and test tools could also be used.
- Alternative assessment when the student has given up the continuous evaluation: The subject will be evaluated by an individual and face-to-face written exam of the total content. The subject is passed with a grade equal or higher than 5.0 in this exam. The date to take this test will be the one provided by the Head of Studies for the A2 test. This mark can be recovered in the recovery exam (AR) on the date scheduled by the Head of Studies.

## Bibliography

### I. Principles of economics

- Mankiw, N. Gregory (2007). Principios de economía. 4<sup>a</sup> ed. Thomson. Madrid.
- Sloman, J (1997). Introducción a la Microeconomía. 3<sup>a</sup> 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. BuenoCampos, 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.