



Universitat de Lleida

DEGREE CURRICULUM
BUSINESS MANAGEMENT

Academic year 2014-15

Subject's general information

Subject name	Business Management
Code	102009
Semester	2n semester
Typology	Troncal
ECTS credits	9
Theoretical credits	6
Practical credits	3
Office and hour of attention	To be arranged with the students
Department	Business Administration and Economic Management of Natural Resources
Modality	Presencial
Important information on data processing	Consult this link for more information.
Language	Catalan
Degree	Degree in Computer Engineering
Office and hour of attention	To be arranged with the students
E-mail addresses	marga@aegern.udl.cat

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Subject's extra information

Suggestions:

To attain the aims of the subject has to make a continued work during all the semester. It requires critical thought and capacity of abstraction.

It can find complementary material in the Section of Resources of the Virtual Campus: <http://cv.udl.cat>

- Complementary Material
- Collection of Exercises
- Billed of examinations of previous courses
- Articles and publications

it is recommended frequent visit of the space of the Virtual Campus associated to the subject

Subject taught in the second semester of the program of first year. It corresponds to the Matter "Enterprise" inside the Module "Basic Training". It is the first subject that tackles the student of this matter and it is important to familiarise to the economic terms as well as the methodology to employ in the resolution of subjects of business management.

Learning objectives

- Introduce to the student in the knowledge of the company from an empirical point of view.
- Involve to the student in the knowledge of the organisation of the company and its administration.
- Introduce the different concepts and applied terminologies in business management.
- Establish different models, stages and technical applied in the definition of strategies and resolution of problems.
- Propose methodologies of analysis of the surroundings partner-economic.
- Present the methodologies and necessary strategies to schedule, program and control projects.
- Familiarise to the student with TIC to prepare projects and make presentations.

Competences

University of Lleida strategic competences

- Master Information and Communication Technologies.

Degree-specific competences

- Appropriate knowledge of the concept of a company, and its institutional and legal framework. Business organization and management
- Ability to plan, conceive, unfold and direct projects, services and computer systems in all fields, and manage their set up and continual improvement as well as value their economical and social impact.

Degree-transversal competences

- Ability to consider the socio-economical context and sustainability criteria in engineering solutions.

Subject contents

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The curriculum is divided into the following parts:

PART I: Introduction to business economics

PART II: Activity Trading Company

PART III: Productive Activity of Company

PART IV: Financial Activity of the company

PART I: INTRODUCTION

1. Preliminary Concepts for Business Organization

- 1.1. The company as an empirical reality
- 1.2. Concept and business functions
- 1.3. Type of business
- 1.4. The employer

PART II: BUSINESS ENTERPRISE

2. Commercial activities of the company

- 2.1. Marketing: origin and concept
- 2.2. The business planning
- 2.3. The tactical and strategic variables

3. Market Analysis

- 3.1. The market and the demand
- 3.2. Sales Forecasting
- 3.3. Market Research
- 3.4. Market segmentation

4. Commercial policy of the company

- 4.1. The product policy
- 4.2. The pricing policy
- 4.3. Communication and promotion
- 4.4. The distribution

PART III: The productive activity of the COMPANY

5. The company productive activity

- 5.1. Concepts and general aspects of productive activity
- 5.2. Processes analysis and activities
- 5.3. Function of production and the isoquants curves
- 5.4. The function of costs: fixed and variable costs
- 5.5. The Equilibrium in the general case

6. The organization of productive activity

- 6.1. The threshold of profitability and operating leverage
- 6.2. The production volume in balance
- 6.3. Programació projects

7. The inventory management

- 7.1. Purchasing management of materials: the buying cycle
- 7.2. Concept, function and type of inventory
- 7.3. Models of inventory management

PART IV: BUSINESS FINANCE COMPANY**8. Introduction to financial decisions**

- 8.1. Value of money in time
- 8.2. Interest rates
- 8.3. Income
- 8.4. Loans

PRACTICE

Practice 1: Introduction to the spreadsheet (not tested)

Practice 2: Companies corporate

Practice 3: SWOT Analysis

Practice 4: Forecast demand.

Practice 5: Segmentation of markets with the rate of Belson (not tested)

Practice 6: Equilibrium in production in the general case (not tested)

Practice 7: Scheduling projects with OpenProj

Practice 8: Exercise of stock management (not tested)

Methodology

In the subject we alternate the theoretical class with the sessions practise.

The sessions practise will develop :

- To the classroom: It will resolve exercises of the collections of exercises of the subject or will resolve the practical proposals that do not require computer equipment
- To the computer laboratory: It will realize the practices that require software computer

Evaluation

The evaluation activities of the subject are specified in the following table:

Evaluation Activities	Criteria	%	Dates	c/V (1)
Practice 2: Business corporate		5	Week 2	V
Practice 3: SWOT analysis		10	Week 4	V
Examen 1	Passed > 4	35	Week 8	C
Practice 4: Forecast of demand		5	Week 11	V
Practice 7: Programming project with OpenPro		10	Week 14	V
Examen 2	Passed > 4	35	Week 17	C

(1)Compulsory / Voluntary

Pass the subject students who have a grade point average greater than or equal to 5.

The mark will be calculated from the results achieved in each of the evaluation activities and the weights detailed above. To calculate the average grade the student must have achieved a rating of minimum 4 in the two exams of the subject.

Clarification:

- Students who have not submitted the proposed practices will have a rating of zero in this/These activity/ies.
- Students who failed any of the exams can recover it within the week of recovery.

Bibliography

AGUER HORTAL M., *Teoría y práctica de economía de la empresa*. Madrid: Ed. Centro de Estudios Ramón Areces, 2001.

ALEGRE, I.; BERNE, C. Y GALVE, C.: *Fundamentos de Economía de la empresa: perspectiva funcional*. Madrid: Ed. Ariel Economía, 1995.

BUENO, E.; CRUZ, I. Y DURAN, J.J.: *Economía de la empresa. Análisis de las decisiones empresariales*. Madrid: Ed. Pirámide, 1996.

CASTILLO, A. Et al: *Prácticas de gestión de empresas*. Madrid: Ed. Pirámide, 1992.

PÉREZ GOROSTEGUI, E.: *Curso de Introducción a la Economía de la Empresa*. Madrid: Ed. Centro de Estudios Ramón Areces, 2009.

SUÁREZ SUÁREZ, A. S.: *Curso de Economía de la empresa*. Madrid: Ed. Pirámide, 2009.