



Universitat de Lleida

DEGREE CURRICULUM
BUSINESS MANAGEMENT

Academic year 2013-14

Subject's general information

Subject name	Business Management
Code	102108
Semester	2n Q Avaluació Continuada
Typology	Troncal
ECTS credits	6
Theoretical credits	0
Practical credits	0
Department	ADMINISTRACIÓ D'EMPRESES I GESTIÓ ECONÒMICA DELS RECURSOS NATURALS
Important information on data processing	Consult this link for more information.
Language	Spanish

Jose Sebastian Millan Gomez

Subject's extra information

In order to reach the stated goals this subject requires a continuous work all over the semester. Critical thinking and abstract reasoning abilities are needed. Additional learning materials are available at Campus Virtual: <http://cv.udl.cat> - Problems - Past years solved tests - Papers and publications All news about the subject are announced at Campus Virtual, so it is recommended to visit it frequently

Learning objectives

See competences

Competences

University of Lleida strategic competences

- Master Information and Communication Technologies.

Goals

- To be able to use informatic tools and resources to ease the programming design of business projects.
- To be able to use software to improve efficiency in business management.

Degree-specific competences

- Appropriate knowledge of the concept of a company, its institutional and legal framework. Business organization and management

Goals

- To increase the knowledge about business management and administration.
- To introduce different concepts applied to business administration with a theoretical basis in actual conditions.

Degree-transversal competences

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

Goals

- To be able to apply models and techniques for stating and solving problems in business management.

Subject contents

Lesson1: The business and the entrepreneur.

- 1.The business as a system.
- 2.Theories of the business.
- 3.Business classifications.

4. Business plan.

Lesson2: Production function.

1. Inputs and output.
2. Average productivity and marginal productivity.
3. Production function with two variable inputs.

Lesson3: Cost function.

1. Costs: functions and classifications. Short term and long term.
2. Revenues and benefits.
3. Break-even analysis.

Lesson4: Supply and demand.

1. Demand curve. Shift of a demand curve.
2. Supply curve. Shift of a supply curve.
3. Competitive equilibrium.
4. Elasticity.
5. Consumer surplus and producer surplus. Allocative efficiency.

Lesson5: Non-competitive markets.

1. Monopoly.
2. Oligopoly and monopolistic competition.
3. Externalities.

Lesson6: Balance sheet and

1. The balance sheet.
2. The profit and loss account.
3. Financial statement analysis.

Lesson7: Investment analysis.

1. The time value of money.
2. Basic concepts.
3. Profitability criteria.

4.Sensitivity analysis.

Lesson8: Models and decision-making.

1.Modelization.

2.Decisioncontexts.

3.Decision criteria.

4.The value of information.

Lesson9: Short-term decision-making.

1.Production-planning problems.

2.Hitchcock transportation problem.

3.Commercial distribution.

Lesson10: Long-term decision-making.

1.Location models.

2.Capacity and size.

3.Renovation of fixed assets.

Lesson11: Activity planning.

1.The PERT method.

2.GANTT diagrams.

Lesson12: Marketing.

1.Elements of marketing.

2.Marketing research, segmentation and experimentation.

3.Marketing mix.

Lesson13: Legal aspects of business and entrepreneurs.

1.Industrial and intellectual property. Industrial legislation.

2.Remuneration policy.

3.Recruitment policy.

Bibliography

Recommended bibliography

Aguer Hortal, M.; Pérez Gorostegui, E. (1997) **Teoría y práctica de economía de la empresa**. Centro de Estudios Ramón Areces

Hillier, F.S.; Hillier, M.S. (2008) **Métodos cuantitativos para administración**. McGraw-Hill

Mankiw, N.G. (1998) **Principiosde economía**. McGraw-Hill