



DEGREE CURRICULUM
BUSINESS MANAGEMENT

Academic year 2014-15

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
Office and hour of attention	EPS 1.06 Tuesday, 11:00 - 13:00 Wednesday, 9:00 - 11:00
Department	ADMINISTRACIÓ D'EMPRESES I GESTIÓ ECONÒMICA DELS RECURSOS NATURALS
Modality	Presencial
Important information on data processing	Consult this link for more information.
Language	Spanish
Degree	Degree in Automation and Industrial Electronic Engineering Degree in Mechanical Engineering
Office and hour of attention	EPS 1.06 Tuesday, 11:00 - 13:00 Wednesday, 9:00 - 11:00
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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

- Capacity to understand the needs of the user expressed in a no technical language.

- 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

First term: Principals of Microeconomics.

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.

Second term: Business management.

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.

Lesson 9: Marketing.

- 1.Elements of marketing.
- 2.Marketing research, segmentation and experimentation.

3. Marketing mix.

Methodology

Activity	Group	Face to face activity	Time	Non face to face activity	Time	Total time
		Classwork	hours	Homework	hours	hours
Master class	Master class Big group	Explanation of principals	30	Learning, understanding and summarising concepts.	45	75
Problems and case studies	Computer room Middled group	Problems and case studies solving	30	Learning, understanding and solving problems and case studies	45	75
Totals			60		90	150

Development plan

Week	Big group	Middle group	Observations
1	The firm and the entrepreneur	The economic way of thinking	
2	Production theory 1, short term	Economic data analysis with spreadsheet	
3	Production theory 2, long term	Production problems 1	
4	Production costs 1, short term	Production problems 2	
5	Productions costs 2, long term	Costs problems 1	
6	Supply and demand	Costs problems 2	
7	Equilibrium. Elasticity	Markets problems 1	
8	Market failures	Markets problems 2	
9	Fist term examination	---	
10	Financial analysis	Case studies of financial analysis	
11	Investment analysis 1	Case studies of investment 1	
12	Investmen analysis 2	Sensitivity analysis of investment projects	
13	Decision making models 1	Production planning	
14	Decision making models 2	Other decision making problems	
15	Marketing	Problemas and case studies of market segmentation and concentration	

Evaluation

First term exam: 40%

Fist term practical activities and classwork : 10%

Second term exam: 40%

Second term practical activities and classwork : 10%

Score range: from 0 to 10 points

Minimum passing score: 5

The second term lessons are grounded on first term basic concepts.

Bibliography

Recommended bibliography

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

Pérez Gorostegui E. (2009) **Curso de introducción a la economía de la empresa**. Centro de Estudios Ramón Areces, UNED