



## 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 <a href="#">this link</a> 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
E-mail addresses	jsmillan@aegern.udl.cat

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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
<b>Master class</b>	Master class Big group	Explanation of principals	<b>30</b>	Learning, understanding and summarising concepts.	<b>45</b>	<b>75</b>
<b>Problems and case studies</b>	Computer room Middled group	Problems and case studies solving	<b>30</b>	Learning, understanding and solving problems and case studies	<b>45</b>	<b>75</b>
<b>Totals</b>			<b>60</b>		<b>90</b>	<b>150</b>

## 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