



Universitat de Lleida

DEGREE CURRICULUM  
**BUSINESS MANAGEMENT**

Coordination: FLORENSA GUIU, ROSA MARIA

Academic year 2021-22

**Subject's general information**

<b>Subject name</b>	BUSINESS MANAGEMENT			
<b>Code</b>	102328			
<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 Industrial Organization and Logistics Engineering	1	COMMON	Attendance-based
	Not informed	1	COMMON	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	1		1
<b>Coordination</b>	FLORENSA GUIU, ROSA MARIA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	Classroom hours: 60 hours Autonomous work: 90 hours			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan / Spanish			
<b>Distribution of credits</b>	Theoretical: 3 ECTS Room practices: 3 ECTS			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FLORENSA GUIU, ROSA MARIA	rosa.florensa@udl.cat	6	

## Subject's extra information

Subject that is studied in the 2nd semester of the 1st year of the Degree in Industrial and Logistics Organization and in the Degree in Chemistry Engineering. It corresponds to the Subject "Business" within the Module "Basic Training".

Subject that requires continuous work throughout the semester in order to achieve the stated goals. Critical thinking and abstract reasoning abilities are required.

It is recommended to frequently visit the Virtual Campus space associated with the subject as all the corresponding information is announced.

## Learning objectives

The aim of this subject is to introduce students to the field of study of Business Management, so that they acquire knowledge related to the structure and operation of companies.

Learning outcomes:

- Acquire knowledge about management and business administration.
- Learn economic and financial tools for business management.
- Know the main functions of the company.
- Make an introduction to location, business sizing and logistics strategies
- Be aware of models and techniques for stating and solving problems in business management.

## Competences

B02: That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

B03: That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical issues.

B04: That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.

B05: That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG4: Solve problems with initiative, make decisions, creativity, critical reasoning and to communicate and transmit knowledge, skills and abilities in the field of Engineering in Industrial Organization.

CG8: Apply quality principles and methods.

CG9: Organize and plan within the company, and other institutions and organizations.

CG10: Work in a multilingual and multidisciplinary environment.

CE6: To acquire the concept of company, institutional and legal framework of the company. Business organisation and management.

CT1: Develop an adequate understanding and oral and written expression of Catalan and Spanish.

CT2: Develop significant command of a foreign language, especially English.

CT4: To apply basic knowledge of entrepreneurship and professional environments

## Subject contents

### Unit 1: The business and the entrepreneur

- The business as a system.
- Theories of the business.
- Business classifications.
- Business Plan.
- Organization of companies
- Business strategy

### Unit 2: Production in the company

- Production and product factors.
- Production function, zones and elasticity.
- Law of decreasing marginal returns (Average and marginal productivity)
- Neoclassical model of two variables.
- Scale yields
- Coob-Douglas functions

### Unit 3: Production costs

- Functions and types of costs. Calculation of the dead point.
- Production costs.
- Cost curves
- Income and benefits.
- Deadlock analysis.

### Unit 4: The commercial function

- Evolution of marketing
- Marketing variables.
- Marketing plan
- Business planning of the company,

### Topic 5: Investment Evaluation

- Size of investments
- Methodologies to analyze financial profitability
- Evaluation criteria based on capital updating (VAN, IRR, Pay-Back)

## Topic 6: Balance sheet and income statement

- The balance
- The income statement
- Financial analysis of balance sheets.

## Unit 7: Supply and demand

- Scissors model.
- Displacement in the supply and demand curve
- Market equilibrium.
- Elasticity of supply and demand
- Introduction to Keynesian theory

## Unit 8: Non competitive markets

- Types of market structures
- Perfect competition
- Imperfect competition.

## Unit 9: Location, business dimension and logistics

- Location of companies. Reasons and factors
- Size of the company
- Business logistics. Logistics system and multimodality

## Methodology

This subject combines theoretical lessons with practical application through analysis of articles, case studies and practical exercises.

The usual format of the sessions will consist of a first part of explanation of the main concepts, and then a practical activity aimed at the classroom will be proposed to internalize and consolidate the concepts covered in the session.

The hourly distribution of dedication will be:

Activity	Classroom activity		Homework activity		Total time
	Goals	Hours	Student work	Hours	Hours/ECTS
Master class	Explanation of concepts	30	Study: know, understand and synthesize knowledge	45	75
Problems and case studies	Problems, case study analyses, article analyses, group dynamics, ...	20	Solve study cases	30	50

Integrating project	Development of the integrating project	8	Develop the integrating project	12	20
	Oral presentation of the integrating project	2	Prepare the oral presentation of the integrating project	3	5
Totals		60		90	150

The classes are face-to-face, theory will be explained and practices and cases to be solved will be exposed.

Explanations on theoretical aspects of the academic program will be combined with the resolution of practical cases and exercises from the business world.

The classes will not be 100% theoretical.

Some practical cases will be worked on in pairs, some of the practices that will have to be handed in during the semester will also be worked on in class.

It will be recommended to bring the laptop to class for a few days.

### Materials and resources:

The **Power point** presentations that will be followed in class and the statements of the **Exercises** that will be solved in class will be found in Sakai in the **Resources** section.

In the **Activities** section, the practices that will be carried out during the semester will be presented.

It is recommended to bring the statements of the Exercises in class to be able to solve them.

It is recommended to enter the virtual campus of this subject regularly. In this space you will find: the presentations of the different topics, the statements of the exercises, notices, notes, etc.

You can request personalized tutorials to resolve any doubts that may arise in the subject, as it is an important tool to successfully pass this subject.

## Development plan

WEEK	UNIT
Week 1	Unit 1
Week 2-3	Unit 2
Week 4-5	Unit 3
Week 5-6	Unit 4
Week 7-8	Unit 5
Week 9	Evaluation
Week 10	Unit 6. Recovery 1st partial
Week 11-12	Unit 7
Week 13-14	Unit 8

Week 15	Unit 9 and Evaluation
Week 16-17	Recovery 2n partial

## Evaluation

### ASSESSMENT:

- Partial 1: 30%
- Partial 2: 30%
- Practices: 25%
- Integrative project: 15%

The tests are evaluated from 0 to 10 points.

At the end of the course, other exercises may be submitted voluntarily that will be proposed during the course and will be taken into account to round up the final grade when the subject has been passed (maximum 0.5 points). Mandatory requirement to qualify for MH.

---

---

- The **Partial Tests** will include theory and problem solving questions.

The test of the first partial will be carried out in week 9, the recovery in week 10. The test of the second partial will be carried out in week 15 and the recovery in week 16

Each test will have a weight of 30% on the final grade, and to pass them it is necessary to get at least 5.00 from each part. If the mark is less than 5.00, it must be recovered.

Week 18 can also improve the grade of the subject, following the guidelines of the EPS Academic Degree Framework.

- **4 Practices** must be delivered in the Sakai Activities space (it will be specified if any exercise can be done in pairs), which will mean a total value of 25% of the grade (6.25% each Practice). To correct these exercises, the solution, format, presentation and written argumentation will be taken into account.

- **The Integrative Project** is a group work that is developed in coordination with various subjects of the course to be able to deal with an engineering problem in a transversal way. In the case of the integrative project of the 1st year of the 2nd semester, the following subjects participate: Business Organization and Materials Science.

The coordinator of the integrating project will monitor the tasks entrusted in the script that will be provided at the beginning of the semester.

All the subjects of the project will be enrolled at the same time. If more than 50% of the subjects that are part of the project have already been passed, they may choose to carry out an equivalent piece of work per subject.

### CHARACTERISTICS:

#### PARTIAL EXAMS.

There are 2 tests that will include theory questions and problem solving.

Duration: 1h 30'

It will be essential to carry a non-programmable calculator,

You must bring: pen, pencil, eraser, tipex.

No device (mobile, digital cameras, video cameras, etc.) may be used during the exam, nor may any smart watch be worn

Exam	Date	Hour
First partial	05/04	9:00
First partial recovery	21/04	13:00
Second partial	07/07	9:00
Second partial recovery	27/07	10:00

## PRACTICES.

**4 PRACTICES** will be delivered (can be done individually or in pairs), which will mean a value of 25% of the grade, and all are worth the same (6.25%)

To assess these exercises, the solution, format, presentation and written argumentation will be taken into account.

They will be delivered through the corresponding Sakai Activity, if it is done in pairs, only one of the students will deliver it. It must be submitted within the established deadline, if it is delivered after the deadline, it will not be taken into consideration.

Practice	Unit	Date limit
1.- INE and SABI databases	1	28/2/22
2.- Marketing plan.	4	Document presentation and oral presentation 18/3/22
3.- Selection of projects according to VAN and TIR	5	15/5/22
4.- Market functioning	7	28/5/22

If **plagiarism** is detected between 2 or more practices presented or from external sources, in the latter case, without having adequately indicated the reference bibliography, their score will not be taken into consideration for any of the students who have carried out the practices involved.

## INTEGRATING PROJECT

The integrative project is a group work that is carried out in coordination with various subjects of the course to deal with an engineering problem in a transversal way, it represents 15% of the grade.

In the case of the 1st year 2nd semester integrative project, the following subjects participate: Business Organization and Materials Science.

All the subjects of the project will be enrolled at the same time. If you have already passed more than 50% of the subjects that are part of the project, you can choose to do an equivalent piece of work per subject.

## Bibliography

**Aguer Hortal M.**, "Teoría y práctica de economía de la empresa". Centro de Estudios Ramón Areces

**Bueno-Campos, E.**, (2005). "Curso básico de Economía de la Empresa: Un enfoque de organización". Pirámide,



Grupo Anaya.

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

**Mochon F.**, "Principios de Economía". Ed. Mc Graw Hill

**Parkin M.**, "Microeconomía". Ed. Addison Wesley

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

**Sloman J.**, "Introducción a la Microeconomía" Ed. Prentice Hall.

Other articles and documents provided or mentioned in class

.