



Universitat de Lleida

# DEGREE CURRICULUM **BUSINESS MANEGEMENT**

Coordination: SEGURA CARLES, JORDI

Academic year 2018-19

## Subject's general information

<b>Subject name</b>	BUSINESS MANEGEMENT		
<b>Code</b>	102374		
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION		
<b>Typology</b>	Degree	Course	Character
	Bachelor's degree in Digital Interaction and Computing Techniques	1	COMMON
			Modality 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>	2	1
<b>Coordination</b>	SEGURA CARLES, JORDI		
<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
SEGURA CARLES, JORDI	jordi.segura@udl.cat	9	

## Subject's extra information

Subject that is studied in the 2nd semester of the 1st year of the Degree in Digital and Computing Interaction Techniques

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.
- Be aware of models and techniques for stating and solving problems in business management.

## Competences

CB01. That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the vanguard of his/her field of study

CT4.Acquire base knowledge of entrepreneurs and professional environments

CG6.Know and apply basic economical and human resources concepts, and organization and planning of informatic projects.

## Subject contents

### Topic 1: Introduction to business management. The business and the entrepreneur

- The business as a system.
- Types of companies.
- Functional areas.
- The entrepreneur and the Business Plan.

### Topic 2: Production in the company

- Production and product factors.
- Types of production.
- Average productivity and marginal productivity.

### Topic 3: Production costs

- Functions and classifications of costs. Short term and long term.
- Revenues and benefits.
- Break-even analysis.

### Topic 4: Markets and globalization

- Supply and demand:
  - Demand and supply curves. Shifts.
  - Competitive equilibrium.
  - Elasticity
  - Consumer surplus and producer surplus. Allocative efficiency.
- Non-competitive markets:
  - Monopoly.
  - Oligopoly and monopolistic competition.
  - Externalities.
- Globalization of markets:
  - Economic growth, productivity and competitiveness.
  - Economic development and globalization.
  - International markets.
  - Cultural differences.

### Topic 5: Organisational architecture

- Organisational structure: simple, divisional, innovative organisation or adhocracy. Organisational charts.
- Corporate culture and corporate governance.
- Supply chain: vertical and horizontal integration.
- Business ethics.

### Topic 6: Marketing

- Marketing.
- Elements of marketing.
- Marketing research, segmentation and experimentation.
- Marketing mix.

### Topic 7: News trends in business management

- Learning organization and empowerment: knowledge, strategy and delegation.
- Borderless organization, projects organisation and circular organisation.
- Reengineering.
- Outsourcing and Outplacement.
- Benchmarking.
- Kaizen.
- Just-in-time.

### Topic 8: Economic analysis

- Balance sheet and profit and loss account.
  - The balance sheet.
  - The profit and loss account.
  - Financial statement analysis.
- Investment analysis.
  - The time value of money.
  - Characteristic parameters of an investment.

- Main tax figures.

## Evaluation

Exam 1: 30%

Exam 2: 35%

Problems and activities: 35%

Exams are evaluated from 0 to 10 points.

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

You need to take care of spelling, syntax and presentation in general, always indicating the bibliography.

## Bibliography

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.

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