Universitat de Lleida

DEGREE CURRICULUM

BUSINESS MANEGEMENT

Coordination: GARCIA CANET, VICTOR

Academic year 2020-21

BUSINESS MANEGEMENT 2020-21

Subject's general information

Subject name	BUSINESS MANEGEMENT
Code	102374
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION
Typology	

Degree	Course	Character	Modality
Bachelor's degree in Digital Interaction and Computing Techniques	1	COMMON	Attendance-based

Course number of credits (ECTS)	6
Type of activity, credits, and groups	

Activity type	PRAULA	TEORIA
Number of credits	3	3
Number of groups	1	1

Coordination	GARCIA CANET, VICTOR
Department	BUSINESS ADMINISTRATION
Teaching load distribution between lectures and independent student work	Classroom hours: 60 hours Autonomous work: 90 hours
Important information on data processing	Consult this link for more information.
Language	Catalan / Spanish
Distribution of credits	Theoretical: 3 ECTS Room practices: 3 ECTS

BUSINESS MANEGEMENT 2020-21

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GARCIA CANET, VICTOR	victor.garcia@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 managament 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

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

B04: That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.CG9:

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

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.

Unit 2: Production in the company

- Inputs and output
- Average productivity and marginal productivity.
- Production function with two variable inputs

Unit 3: Production costs

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

Unit 4: Supply and demand

- Demand curve. Shift of a demand curve
- Supply curve. Shifts of a supply curve
- Competitive equilibrium
- Elasticity
- Consumer surplus and producer surplus. Allocative efficiency

Unit 5: Non competitive markets

- Monopoly
- Oligopoly and monopolistic competition
- Externalities

Unit 6: Balance Sheet and P&L Account

- Balance sheet
- Profit Loss Account
- Financial statement analysis

Unit 7:Investment analysis

- The time value of money
- Basic concepts of an investment
- Profitability criteria
- Sensitivity analysis

Unit 8: Models and decision makint in the company

- Modelization
- Decision contexts
- Decision criteria
- The value of information

Unit 9: The commercial function

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

Methodology

The course will be taught with a combination of master lessons and practical activities that will involve lectures and article analyses, case study analyses, problems.

The usual format of the sessions will consist of a first part of explanation of the main concepts, and then a practical classroom-guided activity that will allow students to internalize and consolidate the concepts discussed in the session.

Most activities will be developed in work teams, and in some sessions group dynamics will be made. If possible, external visits and / or seminars will also be performed.

The time distribution of dedications 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

Development plan

Week 1: Unit 1

Week 2-3: Unit 2

Week 4-5: Unit 3

Week 5-6: Unit 4

Week 7: Unit 5

Week 8: Unit 6

Week 9: Exam

Week 10: Unit 6

Week 11-12: Unit 7

Week 13-14: Unit 8

Week 15: Unit 9

Evaluation

Exam 1: 30%

Exam 2: 30%

Problems and activities: 20%

Business Plan: 20%

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.