



Universitat de Lleida

DEGREE CURRICULUM  
**BUSINESS MANEGEMENT**

Coordination: CASANOVAS MARFA, JOAN

Academic year 2023-24

**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>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's degree in Digital Interaction and Computing Techniques	1	COMMON/CORE	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	Only examination			
<b>Coordination</b>	CASANOVAS MARFA, JOAN			
<b>Department</b>	ECONOMICS AND BUSINESS			
<b>Teaching load distribution between lectures and independent student work</b>	Autonomous work: 150 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
CASANOVAS MARFA, JOAN	joan.casanovas@udl.cat	0	

## Subject's extra information

Subject that is studied in the 2nd semester of the 1st year of the Degree in Bachelor's degree in Digital Interaction and Computing Techniques. 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.
- Be aware of models and techniques for stating and solving problems in business management.

## Competences

CB1. 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.

CG6. Knowledge and application of basic elements of economics and human resources management, organization and planning of computer projects.

CE5. Capacity to recognize the different types of companies, understanding their institutional and legal framework, and identifying the essential aspects for the organization and management of companies.

CT4. Acquire basic knowledge of entrepreneurs 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: The commercial function**

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

## **Unit 8: Investment analysis**

- The time value of money
- Profitability criteria

## **Unit 9: Models and decision making in the company**

- Modelization
- Decision contexts
- Decision criteria
- Risk management

## **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	0	Study: know, understand and synthesize knowledge	75	75
Problems and case studies	Problems, case study analyses, article analyses, group dynamics, ...	0	Solve study cases	50	50
Integrating project	Development of the integrating project	0	Develop the integrating project	20	20
	Oral presentation of the integrating project	0	Prepare the oral presentation of the integrating project	5	5
Totals		0		150	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: 25%

Exam 2: 35%

Problems and activities online: 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.