



Universitat de Lleida

DEGREE CURRICULUM
BUSINESS MANAGEMENT II

Coordination: MILLAN GOMEZ, JOSE SEBASTIAN

Academic year 2023-24

Subject's general information

Subject name	BUSINESS MANAGEMENT II			
Code	14410			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Agronomic Engineering	1	COMPULSORY	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	MILLAN GOMEZ, JOSE SEBASTIAN			
Department	ECONOMICS AND BUSINESS			
Teaching load distribution between lectures and independent student work	This subject is not taught in English. For further information please contact the professor who co-ordinates it.			
Important information on data processing	Consult this link for more information.			
Language	This subject is not taught in English. For further information please contact the professor who co-ordinates it.			
Distribution of credits	50% José María Gil 50% José Sebastián Millán			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GIL ROIG, JOSE MARIA	chema.gil@upc.edu	3	
MILLAN GOMEZ, JOSE SEBASTIAN	jose.millan@udl.cat	3	

Subject's extra information

This subject is not taught in English. For further information please contact the professor who co-ordinates it.

Learning objectives

This subject is not taught in English. For further information please contact the professor who co-ordinates it.

Competences

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Subject contents

FIRST PART: INVESTMENT AND FINANCING

LESSON 1. CAPITAL INVESTMENT EVALUATION

- Basic parameters of an investment.
- Profitability criteria.
- Sensitivity analysis.

LESSON 2. FINANCIAL ANALYSIS

- Economic structure and financial structure of the company.
- Annual accounts.
- Liquidity, solvency and profitability.

PART TWO: PRODUCTION AND LOGISTICS

LESSON 3. PRODUCTION AND COSTS

- The production function.
- Production costs.
- Benefit.
- Markets.

LESSON 4. PRODUCTION PLANNING AND LOGISTICS

- Analytical tools: mathematical programming.
- Production planning problems.
- Transportation and allocation problems.

PART THREE: BUSINESS DECISIONS

LESSON 5. THE MARKET, MARKETING AND THE BUDGET

- Customer orientation
- The marketing-mix
- Market research
- Analytical tools: Regression analysis, censored dependent variables, choice experiments

LESSON 6. PRODUCT POLICIES AND PRICES

- Product policy
- Pricing policy

LESSON 7. COMMUNICATION AND DISTRIBUTION POLICIES

- Promotion and communication policy
- Distribution policy

Methodology

This subject is not taught in English. For further information please contact the professor who co-ordinates it.

Development plan

This subject is not taught in English. For further information please contact the professor who co-ordinates it.

Evaluation

Continued avaluation

Block	%	Activity	%	Minimum score	Resit exam
1 - First term	25	First term exam	25	5	YES
2 - Second term	25	Second term exam	25	5	YES
3 - First term - Homeworks and classworks	25	First term Homework and classwork	25	5	YES
4 - Second term - Homeworks and classworks	25	Second term Homeworks and classworks lessons	25	5	YES

Score range: from 0 to 10 points

Alternative avaluation

The student who has the approval to be evaluated by alternative evaluation (see requirements and procedure in the evaluation regulations) must take a single exam of all the contents of the subject, which will have a weight of 100% of the final grade.

Bibliography

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