



## Course guide

### 240775 - 240775 - Business Economics

Last modified: 31/05/2023

**Unit in charge:** Barcelona School of Industrial Engineering  
**Teaching unit:** 1039 - UPF - Universitat Pompeu Fabra.

**Degree:** BACHELOR'S DEGREE IN INDUSTRIAL TECHNOLOGIES AND ECONOMIC ANALYSIS (Syllabus 2018).  
(Compulsory subject).

**Academic year:** 2023    **ECTS Credits:** 4.5    **Languages:** English

#### LECTURER

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**Coordinating lecturer:** Marcelo Ortiz

**Others:**

#### TEACHING METHODOLOGY

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The methodology is based on the following principles:

Student autonomy

The professor's role as mentor

Systematic, continuous work Students are specifically expected to:

1. Read the materials and reflect on them before the sessions.
2. Draw up any questions to be posed to the professors before and/or during the class.
3. Attend all class sessions.
4. Answer the professors' questions during the theory and seminar sessions.
5. Hand in, before each session, all case study analyses and exercises for discussion during class.

The professors are expected to:

1. Present the main elements of each topic during class and answer students' questions.
2. Evaluate the degree of understanding and knowledge of the class material. This will be done, during each session, by asking students at random questions on the reading material.
3. Illustrate the empirical application of the theoretical material through the analysis of case studies and exercises.

#### LEARNING OBJECTIVES OF THE SUBJECT

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The course will allow the student to have a general vision of business and its principal functions.

The course will develop an analysis of news sources related to business.

Teach students to prepare a business case.

Make initial presentations in public about business cases.

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##### The Individual as a Decision Maker

**Description:**

Topic 1: Human Behavior and Economic Rationality (Brickley et al., 2016: Chapter 2, pp. 14-42)

**Full-or-part-time:** 3h

Theory classes: 3h



### Main Concepts and Models

**Description:**

□ Topic 2: Markets and Organizations (Brickley et al., 2016: Chapter 3, pp. 66-75 and 98-108)

(This topic will be studied more thoroughly within the subject "Economic Institutions and Markets", during the second course. Specifically, this course will consider only the main solutions to the economic problem.)

□ Topic 3: Coordination through Contracts (Brickley et al., 2016: Chapter 10, pp. 329-351)

**Full-or-part-time:** 12h

Theory classes: 12h

### Human Resources

**Description:**

Topic 4: Labor Relations and Teams (Brickley et al., 2016: Chapter 12, pp. 394-403)

Topic 5: Decision Rights (Brickley et al., 2016: Chapter 12, pp. 376- 393 and Chapter 13, pp. 410-433)

(The material is descriptive but more extensive than usual. It is therefore particularly advisable to carefully read and select the basic components).

Topic 6: Incentive Compensation and Risks (Brickley et al., 2016: Chapter 15, pp. 469-495)

**Full-or-part-time:** 17h

Theory classes: 12h

Practical classes: 5h

### Commercial Relations

**Description:**

Topic 8: Specific Assets and Relations with Suppliers (Brickley et al., 2016: Chapter 19, pp. 615-636)

**Full-or-part-time:** 7h

Theory classes: 3h

Practical classes: 4h

## GRADING SYSTEM

The course is based on the principle of continuous evaluation of students, with a special emphasis on attaining knowledge and skills.

First continuous evaluation: 25%

Second continuous evaluation: 25%

Final exam: 50%

## BIBLIOGRAPHY

**Basic:**

- Brickley, James A. [et al.]. Managerial economics and organizational architecture. 7th ed. New York: McGraw-Hill, 2021. ISBN 9781260571219.