Degree competences to which the subject contributes

Specific:
1. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

Transversal:
3. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.
The course introduces the concepts, principles and basics of economics and management and organization of industrial enterprises. The course covers two of the three main functions of a company: marketing and finance. The third function is coursed in the subject: Operations Management.

### Learning objectives of the subject

The course introduces the concepts, principles and basics of economics and management and organization of industrial enterprises. The course covers two of the three main functions of a company: marketing and finance. The third function is coursed in the subject: Operations Management.

### Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 32h</th>
<th>21.33%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group:</td>
<td>28h</td>
<td>18.67%</td>
</tr>
<tr>
<td>Hours small group:</td>
<td>0h</td>
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<tr>
<td>Guided activities:</td>
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<td>0.00%</td>
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<tr>
<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
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# Content

<table>
<thead>
<tr>
<th>Concepts of Business</th>
<th>Learning time: 10h</th>
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</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 3h</td>
</tr>
<tr>
<td>1. 1. Concept of companies</td>
<td>Practical classes: 2h</td>
</tr>
<tr>
<td>1. 2. Types of companies</td>
<td>Self study : 5h</td>
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<tr>
<td>1. 3. business plan</td>
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</tr>
<tr>
<td><strong>Related activities:</strong></td>
<td></td>
</tr>
<tr>
<td>Activity 1: Theory/Large groups sessions</td>
<td></td>
</tr>
<tr>
<td>Activity 2: Exercises/Medium groups sessions</td>
<td></td>
</tr>
<tr>
<td>Activity 3: Mid-Semester Exam</td>
<td></td>
</tr>
<tr>
<td>Activity 5: Case Study</td>
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<table>
<thead>
<tr>
<th>Financial Management</th>
<th>Learning time: 65h</th>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 13h</td>
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<tr>
<td>2.1. Budget management</td>
<td>Practical classes: 12h</td>
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<tr>
<td>2.2. Accounting: The accounting books</td>
<td>Self study : 40h</td>
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<tr>
<td>2.3. Analysis of accounting information and determine the economic and financial situation of the company</td>
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<tr>
<td><strong>Related activities:</strong></td>
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<tr>
<td>Activity 1: Theory/Large groups sessions</td>
<td></td>
</tr>
<tr>
<td>Activity 2: Exercises/Medium groups sessions</td>
<td></td>
</tr>
<tr>
<td>Activity 3: Mid-Semester Exam</td>
<td></td>
</tr>
<tr>
<td>Activity 5: Case Study</td>
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</tbody>
</table>
### Marketing Management

**Description:**
3.1. Marketing Plan
3.2. Strategic Marketing
3.3. Operational Marketing

**Related activities:**
- Activity 1: Theory/Large groups sessions
- Activity 2: Exercises/Medium groups sessions
- Activity 4: Final Exam
- Activity 5: Case Study

**Learning time:** 53h
- Theory classes: 10h
- Practical classes: 8h
- Self study: 35h

### Economy

**Description:**
4.1. Introduction: Principles of Economics
4.2. Micro-economics
4.3. Macro-economics

**Related activities:**
- Activity 1: Theory/Large groups sessions
- Activity 2: Exercises/Medium groups sessions
- Activity 4: Final Exam
- Activity 5: Case Study

**Learning time:** 22h
- Theory classes: 6h
- Practical classes: 6h
- Self study: 10h
## Planning of activities

<table>
<thead>
<tr>
<th>ACTIVITY 1: THEORY/LARGE GROUPS SESSIONS</th>
<th>Hours: 44h</th>
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</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
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<tr>
<td>Preparation before and after the theory</td>
<td>Self study: 16h</td>
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<td>sessions and attendance</td>
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<td><strong>Support materials:</strong></td>
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<tr>
<td>Notes posted to the Atenea platform.</td>
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<tr>
<td>General literature of the course.</td>
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</tr>
<tr>
<td><strong>Descriptions of the assignments due</strong></td>
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<tr>
<td>and their relation to the assessment:</td>
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<tr>
<td>During some sessions, exercises will</td>
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<tr>
<td>be conducted in the class, individually</td>
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<tr>
<td>or in small groups.</td>
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<tr>
<td><strong>Specific objectives:</strong></td>
<td></td>
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<tr>
<td>Transfer the necessary knowledge for</td>
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<tr>
<td>a correct interpretation of the</td>
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<tr>
<td>contents in the large group sessions,</td>
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<td>resolving doubts about the content of</td>
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<tr>
<td>the course and generic skills</td>
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<tr>
<td>development.</td>
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<table>
<thead>
<tr>
<th>ACTIVITY 2: EXERCISES/MEDIUM GROUPS SESSIONS</th>
<th>Hours: 42h</th>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
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<tr>
<td>Preparation before and after the practical</td>
<td>Self study: 14h</td>
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<td>classe and attendance to these classes</td>
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<tr>
<td><strong>Support materials:</strong></td>
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<tr>
<td>Notes posted to the Atenea platform.</td>
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<tr>
<td>General literature of the course.</td>
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<td>Exercises on the Atenea platform.</td>
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<td>their relation to the assessment:</td>
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<tr>
<td>During these sessions, exercises will</td>
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<td>be conducted in class or virtually,</td>
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<td>individually or in small groups.</td>
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<tr>
<td>It represents 10% of the final course grade.</td>
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<tr>
<td><strong>Specific objectives:</strong></td>
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<tr>
<td>Acquire the necessary skills for a</td>
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<td>correct interpretation of the problems of</td>
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<td>the course, and their satisfactory</td>
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<td>resolution. Preparation for the practical</td>
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<td>of generic skills.</td>
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<thead>
<tr>
<th>ACTIVITY 4: FINAL EXAM</th>
<th>Hours: 16h</th>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 2h</td>
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<tr>
<td>Individual and writing</td>
<td>Self study: 14h</td>
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<td>and 4.</td>
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<td><strong>Support materials:</strong></td>
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<td><strong>Descriptions of the</strong></td>
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<td>their relation to the</td>
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<td>assessment:</td>
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<td>It represents 35% of</td>
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<tr>
<td>the final course grade.</td>
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**Hours:**

<table>
<thead>
<tr>
<th>Theory classes</th>
<th>Self study</th>
</tr>
</thead>
<tbody>
<tr>
<td>28h</td>
<td>16h</td>
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<tr>
<td>28h</td>
<td>14h</td>
</tr>
<tr>
<td>2h</td>
<td>14h</td>
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</table>
### ACTIVITY 3: MID-SEMESTER EXAM

**Specific objectives:**
- The exam must demonstrate that the student has acquired and assimilated the concepts, principles and fundamentals related to module 3 and 4.

**Description:**
- Individual and writing assessment about the contents of module 1 and 2.

**Support materials:**
- Instructions and terms for the mid-semesters exam

**Descriptions of the assignments due and their relation to the assessment:**
- The hand-in will be the result of the exam.
- It represents 35% of the final course grade.

**Specific objectives:**
- The exam must demonstrate that the student has acquired and assimilated the concepts, principles and fundamentals related to module 1 and 2.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Theory classes: 2h</th>
<th>Self study: 14h</th>
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</thead>
</table>

### ACTIVITY 5: CASE STUDY

<table>
<thead>
<tr>
<th>Hours</th>
<th>Self study: 32h</th>
</tr>
</thead>
</table>

**Description:**
- Groups of 4 students where they will apply the principles introduced in units 1, 2, 3 and 4 in the industrial sector.

**Support materials:**
- Formulation of the exercise (ATENEA).
- Materials of the course.
- Official websites (Internet).
- Recommended textbooks.

**Descriptions of the assignments due and their relation to the assessment:**
- The report of the activity is delivered in digital format.
- The delivery date is one week before the last class.
- This activity represents 20% of the final grade for the course.

**Specific objectives:**
- Summary exercise of all modules of the course to determine the acquisition and assimilation of all the concepts and techniques discussed in the course.
Qualification system

The final grade depends on the following assessment criteria:
- Activity 2 exercises, weight: 10%
- Activity 3 mid-semester exam, weight: 35%
- Activity 4 final exam, weight: 35%
- Activity 5 case study, weight: 20%

The unsatisfactory results of the mid-semester exam (activity 3) can redirect using a written test to be held the same day fixed for the final exam (activity 4). This test, with score between 0 and 10, can be accessed by all students enrolled. The grade obtained by the application of the renewal will replace the initial grade, as long as it is higher.

Regulations for carrying out activities

Activities 2 and 5 will be undertaken in groups and written. Activities 3 and 4 will be undertaken individually and written.

Bibliography

Basic:

Complementary:

Others resources:
- Problem portfolio for the course.
- Transparencies of every module.