310006 - Business Economics

Coordinating unit: 310 - EPSEB - Barcelona School of Building Construction
Teaching unit: 732 - OE - Department of Management
Academic year: 2017
Degree: BACHELOR'S DEGREE IN ARCHITECTURAL TECHNOLOGY AND BUILDING CONSTRUCTION (Syllabus 2015). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN BUILDING CONSTRUCTION SCIENCE AND TECHNOLOGY (Syllabus 2009). (Teaching unit Compulsory)
ECTS credits: 7,5
Teaching languages: Catalan, Spanish

Teaching staff
Coordinator: JUAN MANUEL SORIANO LLOBERA
Others: JUAN ANTONIO TORRENTS AREVALO - JORDI VILAJOSANA CRUSELLS - MARIA CARMEN GARCIA PELLICER - JUAN CARLOS GARCIA PASCUAL - JESUS VISCARRI COLOMER

Degree competences to which the subject contributes

Specific:
1. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.
2. FB-7 Ability to organise small companies and take part as a member of multidisciplinary teams in big companies.
3. FE-24 Ability for the development of market studies, valuations and appraisals, studies of real-state viability, valuation and expert¿s report of risks and damages in construction.
4. FE-27 Ability to apply the necessary advanced tools for the resolution of the parts which the technical project implies and its management.

Transversal:
5. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.
6. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 1. Analyzing the world¿s situation critically and systemically, while taking an interdisciplinary approach to sustainability and adhering to the principles of sustainable human development. Recognizing the social and environmental implications of a particular professional activity.
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**Teaching methodology**

The theoretical classes will consist on the master exposition by the professor of the theoretical contents of the subject (3 weekly hours). During the practical classes, the professor will present wordings or exercises of each topic so that the students, individually or in group solve them in class or at home. During these sessions there also will be solved these exercises, motivating the students involvement (2 weekly hours).

Depending on the case, the students must upload the solved practices in Atenea so that the practice faculty can do the individual monitoring and correction.

- Theoretical method / master class: Oral exposition by the faculty of the subject contents.
- Participatory class: The students can take part in the class by means of short length activities.
- Resolution of problems and exercises: The students must carry out the suitable solutions by the implementation of information transformation procedures and the interpretation of the results.
- Case study: Intensive analysis of an incident, problem or real event with the purpose of understand it, interpret it, solve it, generate hypothesis, corroborate data, reflect on it, complete the knowledge, diagnose it and sometimes rehearse the possible alternative solution methods.

**Learning objectives of the subject**

Business Economics gives to the student the notions and the elementary tools of the business management and decision making about economic and financial aspects, and its application to the resolution of a wide variety of problems. Furthermore, the subject gives the student the knowledge and the analytic ability to join construction companies, either managing and organising a small or medium sized ones or taking part in a team of a large or multinational company. The student will learn how to understand companies from different points of view: legal, economic and organizational, while the student acquires the abilities and requirements to deal with the job in the future.

**Study load**

<table>
<thead>
<tr>
<th>Total learning time: 187h 30m</th>
<th>Hours large group: 37h 30m</th>
<th>20.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group:</td>
<td>37h 30m</td>
<td>20.00%</td>
</tr>
<tr>
<td>Hours small group:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Guided activities:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Self study:</td>
<td>112h 30m</td>
<td>60.00%</td>
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</table>
# Content

## Content 1: BUSINESS LAW

<table>
<thead>
<tr>
<th>Learning time:</th>
<th>33h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes:</td>
<td>6h</td>
</tr>
<tr>
<td>Practical classes:</td>
<td>4h</td>
</tr>
<tr>
<td>Guided activities:</td>
<td>1h 30m</td>
</tr>
<tr>
<td>Self study:</td>
<td>22h</td>
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</table>

### Description:

The content in this term:

1.1 Basic notions of civil law.
   - 1.1.1 Legal entity, personality
   - 1.1.2 Juridical capacity

1.2. Basic notions of business law.
   - 1.2.1 The businessman and the business societies
   - 1.2.2 The legal form of the construction company
   - 1.2.3 The commercial traffic and its instruments

1.3 Basic notions of tax law

### Related activities:

Activities during the term:

1. Knowledge tests of continuous assessment
2. Practices made in class
3. Teamwork: business plan
4. Partial test
5. Final Exam
### Content 2: BUSINESS STRATEGIC ORGANIZATION

**Learning time:** 28h 30m  
- Theory classes: 6h  
- Practical classes: 4h  
- Guided activities: 1h 30m  
- Self study: 17h

<table>
<thead>
<tr>
<th>Description:</th>
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<tbody>
<tr>
<td>The content in this term:</td>
</tr>
<tr>
<td>2.1. Strategy and enterprise limits</td>
</tr>
<tr>
<td>2.1.1 The business strategy</td>
</tr>
<tr>
<td>2.1.2 Horizontal and vertical limits</td>
</tr>
<tr>
<td>2.2. Market structure and competition</td>
</tr>
<tr>
<td>2.2.1 Market structure. Competitive equilibrium</td>
</tr>
<tr>
<td>2.2.2 Competition and strategic commitments</td>
</tr>
<tr>
<td>2.3. Strategic position and competitive advantage</td>
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<table>
<thead>
<tr>
<th>Related activities:</th>
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</thead>
<tbody>
<tr>
<td>Activities during the term:</td>
</tr>
<tr>
<td>1. Knowledge tests of continuous assessment</td>
</tr>
<tr>
<td>2. Practices made in class</td>
</tr>
<tr>
<td>3. Teamwork: business plan</td>
</tr>
<tr>
<td>4. Partial test</td>
</tr>
<tr>
<td>5. Final Exam</td>
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</tbody>
</table>
# Content 3: Financial Management in a Building Company

<table>
<thead>
<tr>
<th>Description:</th>
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</thead>
<tbody>
<tr>
<td>The content in this term:</td>
</tr>
<tr>
<td>3.1. General view of corporate finances. The business plan</td>
</tr>
<tr>
<td>3.2. Investment decision</td>
</tr>
<tr>
<td>3.2.1 Evaluation projects with certainty</td>
</tr>
<tr>
<td>3.2.2 Evaluation projects with uncertainty</td>
</tr>
<tr>
<td>3.3. Analysis of accounting information</td>
</tr>
<tr>
<td>3.3.1 Own capital and the debt</td>
</tr>
<tr>
<td>3.3.2 Balance analysis</td>
</tr>
<tr>
<td>3.3.3 The accounting books</td>
</tr>
<tr>
<td>3.4. Company valuations</td>
</tr>
</tbody>
</table>

| Related activities: |
| Activities during the term: |
| 1. Knowledge tests of continuous assessment |
| 2. Practices made in class |
| 3. Teamwork: business plan |
| 4. Partial test |
| 5. Final Exam |

<table>
<thead>
<tr>
<th>Learning time: 81h 30m</th>
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<tbody>
<tr>
<td>Theory classes: 18h</td>
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<tr>
<td>Practical classes: 12h</td>
</tr>
<tr>
<td>Guided activities: 3h</td>
</tr>
<tr>
<td>Self study: 48h 30m</td>
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</tbody>
</table>
## Content 4: MARKET RESEARCH

### Description:
The content in this term:

4.1. Basic concepts of Marketing
- 4.1.1 Definition and historical evolution. Specificity of real state marketing
- 4.1.2 Market components: scenario and agents. Deal definition.
- 4.1.3 Product, price, distribution and communication
- 4.1.4 Marketing plan
- 4.2. Market research
- 4.2.1 Analysis of the organization
- 4.2.2 Environmental analysis
- 4.2.3 Consumer analysis
- 4.2.4 Competitive analysis
- 4.2.5 Market analysis

### Related activities:
Activities during the term:
1. Knowledge tests of continuous assessment
2. Practices made in class
3. Teamwork: business plan
4. Partial test
5. Final Exam

### Learning time:
- Theory classes: 12h
- Practical classes: 8h
- Guided activities: 1h 30m
- Self study: 8h

## Content 5: NEGOTIATION AND MANAGEMENT ABILITIES

### Description:
The content in this term:

5.1. Negotiations and management skills

### Related activities:
Activities during the term:
1. Knowledge tests of continuous assessment
2. Practices made in class
3. Teamwork: business plan
4. Partial test
5. Final Exam

### Learning time:
- Theory classes: 3h
- Practical classes: 2h
- Self study: 9h 30m
### Planning of activities

#### A1: INDIVIDUAL KNOWLEDGE TESTS (CONTENT 1, 2, 3, 4 AND 5)

| Hours | Guided activities: 7h 30m  
Self study: 15h |
|-------|---------------------------------------------------|

**Description:**
Knowledge tests will be done along the term about each content.

**Support materials:**
- Questionnaire (ATENEA)

**Descriptions of the assignments due and their relation to the assessment:**
- Delivery: the test resolution.
- Correction made by the faculty. It represents a 5% of the final grade (with practices).

**Specific objectives:**
- **Content 1**
  - To get clear notions of business, its typologies and its institutional framework.
- **Content 2**
  - To know the objectives, kind of finance, planning and the business control.
  - To know the necessities in the case of business growth. (Multinationals)
  - To have the ability to organize small business.
  - To have the ability to participate as a member in a multidisciplinary teams in big companies.
- **Content 3**
  - To know the objectives, kind of finance, planning and the business control.
  - To get decisions in environments of certainty, risk and uncertainty
  - To know the necessities and the funding sources.
  - To know the current and the final value of an income, kind of inversions and its alternatives.
  - To know the necessities in the case of business growth. (Multinationals)
- **Content 4**
  - To have notions of commercial system: the market, its study and research, the functions of the marketing system, techniques and models, and the decision system of products, prices and publicity.
- **Content 5**
  - To have the ability to organize small business.
  - To have the ability to participate as a member in a multidisciplinary teams in big companies.

#### A2: PRACTICES (CONTENT 1, 2, 3, 4 & 5)

| Hours | Practical classes: 30h  
Self study: 22h 30m |
|-------|-----------------------------------|

**Description:**
Practices will be done along the term.
In some cases, the students have to post it in Atenea for doing the individual correction.

**Support materials:**
- Practice wording (ATENEA)

**Descriptions of the assignments due and their relation to the assessment:**
- Delivery: the exercise resolution.
- Correction made by the faculty. It represents a 10% of the final grade (with knowledge tests).
Specific objectives:
The student has to be able to:
Content 1
- To get clear notions of business, its typologies and its institutional framework.
Content 2
- To know the objectives, kind of finance, planning and the business control.
- To know the necessities in the case of business growth. (Multinationals)
- To have the ability to organize small business.
- To have the ability to participate as a member in a multidisciplinary teams in big companies.
Content 3
- To know the objectives, kind of finance, planning and the business control.
- To get decisions in environments of certainty, risk and uncertainty
- To know the necessities and the funding sources.
- To know the current and the final value of an income, kind of inversions and its alternatives.
- To know the necessities in the case of business growth. (Multinationals)
Content 4
- To have notions of commercial system: the market, its study and research, the functions of the marketing system, techniques and models, and the decision system of products, prices and publicity.
Content 5
- To have the ability to organize small business.
- To have the ability to participate as a member in a multidisciplinary teams in big companies.

A3: TEAMWORK (CONTENT 1, 2, 3, 4 & 5)

Description:
Business plan has to be delivered at the end of the term

Support materials:
All what the student needs

Descriptions of the assignments due and their relation to the assessment:
Deliver: writing work (Business plan). It represents a 20% of the final grade.
Specific objectives:
The student has to be able to:
Content 1
· To get clear notions of business, its typologies and its institutional framework.
Content 2
· To know the objectives, kind of finance, planning and the business control.
· To know the necessities in the case of business growth. (Multinationals)
Content 3
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.
Content 3
· To know the objectives, kind of finance, planning and the business control.
· To get decisions in environments of certainty, risk and uncertainty
· To know the necessities and the funding sources.
· To know the current and the final value of an income, kind of inversions and its alternatives.
· To know the necessities in the case of business growth. (Multinationals)
Content 4
· To have notions of commercial system: the market, its study and research, the functions of the marketing
system, techniques and models, and the decision system of products, prices and publicity.
Content 5
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.

A4: PARTIAL TEST (CONTENT 1, 2, 3, 4 & 5)  

Hours: 14h
Theory classes: 2h
Self study: 12h

Description:
Individual test of all the content made so far.

Support materials:
Partial test

Descriptions of the assignments due and their relation to the assessment:
Partial test resolution. It represents a 25% of the final grade.
Specific objectives:
The student has to be able to:

Content 1
· To get clear notions of business, its typologies and its institutional framework.

Content 2
· To know the objectives, kind of finance, planning and the business control.

Content 3
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.

Content 2
· To know the necessities in the case of business growth. (Multinationals)
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.

Content 3
· To know the objectives, kind of finance, planning and the business control.
· To know the necessities in the case of business growth. (Multinationals)

Content 4
· To have notions of commercial system: the market, its study and research, the functions of the marketing system, techniques and models, and the decision system of products, prices and publicity.

Content 5
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.

A5: FINAL EXAM (CONTENT 1, 2, 3, 4 & 5) | Hours: 14h

Theory classes: 2h
Self study: 12h

Description:
Individual exam of all the content.

Support materials:
Final exam

Descriptions of the assignments due and their relation to the assessment:
Final exam resolution. It represents a 40% of the final grade.
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Specific objectives:
The students has to be able to:
Content 1
· To get clear notions of business, its typologies and its institutional framework.
Content 2
· To know the objectives, kind of finance, planning and the business control.
· To know the necessities in the case of business growth. (Multinationals)
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.
Content 3
· To know the objectives, kind of finance, planning and the business control.
· To get decisions in environments of certainty, risk and uncertainty
· To know the necessities and the funding sources.
· To know the current and the final value of an income, kind of inversions and its alternatives.
· To know the necessities in the case of business growth. (Multinationals)
Content 4
· To have notions of commercial system: the market, its study and research, the functions of the marketing system, techniques and models, and the decision system of products, prices and publicity.
Content 5
· To have the ability to organize small business.
· To have the ability to participate as a member in a multidisciplinary teams in big companies.

Qualification system
The evaluation will take into account the final exam, the development of the practices and knowledge tests, and the Business Plan which the students (in limited groups) must hand over at the end of the course. Occasionally there will be other activities like visits, speeches, projections and debates that will also take into account.

The student must do the practices and knowledge tests individually and deliver them during the established period, as well as the synthesis work (Business Plan), being a required condition for the overcoming of the subject.

Final mark: 5% Knowledge tests + 10% Class practices + 20% Business Plan + 25% Midterm Exam + 40% Final Exam

Regulations for carrying out activities
· All the continous evaluation activities must be delivered.
· The final exam will be done individually and by hand.
· The practices and works not delivered in the established dates won't have a mark. Mark 0 points.
Bibliography

Basic:


Others resources:

The student may have available the next material:

- Manual of the subject with all the theoretical explanations slides made in class.
- Statement of exercises and cases and their resolution published on campus Athena
- Additional readings published on campus Atenea.
- Personalized attention of the teacher during the preparatory tutorials of the knowledge tests and final exam