



Universidad
de Huelva

Escuela Técnica Superior
de Ingeniería

GENERAL SPECIFICATIONS



COURSE 23/24

Subject Data

Name:

Administración y Economía de la Empresa

English name:

Management and Economics of Business

Code:

606010105

Type:

Basic

Hours:

	Total	In class	Out class
Time distribution	150	60	90

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
	4.8			1.2

Departments:

Department of Financial Economics, Accounting and Operations
Management

Knowledge areas:

Financial Economics and Accounting

Year:

1º

Semester

1º

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TEACHING STAFF

Name:	E-mail:	Telephone
Eyda Lucía Marín Ramírez	eyda@uhu.es	87540
Others Data (Tutoring, schedule...)		
<p>First semester:</p> <p>Office hours: Monday: 10:00a.m. 1:00 p.m. Building ETSI, office 261. Weeks 1-4 Tuesdays: 9:00a.m. 12:00 a.m. Building ETSI, office 261. Weeks 5-15 Thursdays: 5:30 p.m-8:30 p.m. Office 15, Faculty Business Management and Tourism. Weeks 1-15</p> <p>Second semester:</p> <p>Tuesday: 8:30-14:30 Facultad de Ciencias Empresariales y Turismo, despacho 15. Teléfono 959217877</p>		

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SPECIFIC INFORMATION OF THE COURSE

I. Contents description:

I.1 In English:

- Business: Legal and Economic Framework
- Business' Functional Areas
- Management and Organizational Principles
- Leadership
- Business Goals and Objectives
- Business Decision Analysis
- Economic and Financial Structure
- Investment Valuation. Financial Sources
- The Structure and Design of the Production System. Productivity
- Principles of Production Planning principles and Quality Management
- Business Costs and Profits

I.2 In Spanish:

- La Empresa: su marco jurídico y económico.
- Los subsistemas o áreas funcionales de la empresa.
- Principios de Administración y Organización de Empresas.
- Liderazgo.
- Objetivos empresariales.
- Análisis y adopción de las decisiones empresariales. El Control.
- La estructura económica y financiera.
- Valoración de Inversiones. Fuentes financieras.
- La estructura y el diseño del subsistema productivo. La productividad.
- Principios de planificación de la producción y gestión de la calidad.
- Los costes y el beneficio empresarial.

2. Background:

2.1 Situation within the Degree:

Management and Economics of Business introduces basic economic concepts and frameworks that can be applied across markets, at all levels of business. Additionally, this course offers a tool-kit for economic and financial management of business.

2.2 Recommendations

We encourage the students to periodically read economic news in order to have a better understanding of how economic events have unpredictable impacts on business.

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3. Objectives (as result of teaching):

1. Identify the roles of business Organization in the Economy.
2. To conceive a global and integrating vision of business organizations that encompasses all its functions, as well as the problems that arise.
3. Define the decision-making process and apply decision-making techniques.
4. Define the production function and use programming techniques and production organization.
5. Define the finance function and use financial mathematics techniques to assess investment and financing projects.

4. Skills to be acquired

4.1 Specific Skills:

CB06: appropriate understanding of the firm concept and institutional and legal framework. Business Management and organization.

4.2 General, Basic or Transversal Skills:

CB1. Demonstrate to understand and have acquired knowledge about an area of study that starts from basic Secondary Education, and is often at supported by advanced textbooks, but also includes some aspects that involve knowledge related to the forefront of their field of study.

CB2. Know how to apply their knowledge to their work or vocation in a professional way. They should also possess the skills that are usually demonstrated through the elaboration and defence of arguments and in problem solving within their area of study.

T02: Understanding and improvement in the field of ICT.

5. Training Activities and Teaching Methods

5.1 Training Activities:

- Theoretical sessions on the contents of the Program.
- Problem solving Sessions.
- Practical sessions in specialized laboratories or computer rooms.
- Academic activities guided by the teaching staff: seminars, conferences, written works, debates, group tuition, evaluation activities and self-evaluation.

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5.2 Teaching Methods::

- Participatory master classes.
- Development of practices in specialized laboratories or computer classrooms in small groups.
- Problem solving and practical exercises
- Individual and group tuition.
- Statement, Implementation, Tutoring and Presentation of works.
- Conferences and Seminars.
- Evaluations and exams.

5.3 Development and Justification:

- Theoretical sessions on the contents of the Program: the main concepts of the subject will be explained by the professor and it is expected that students take active participation.
- Problem solving sessions: student's discussion groups will contribute to solve problems on the practical aspects of the course.
- Practical sessions in computer rooms: the student will solve problems using spreadsheets and other specific software.
- Academic activities guided by the teaching staff: several activities will be carried out as seminars, conferences, written works, debates, group tuition, evaluation activities and self-evaluation as well.

6. Detailed Contents

Topic 1. The Foundations of Business in the Economy

1. Introduction to Economics: Basic Concepts and Principles. 2. Roles of Business Organizations in the Economic Development. 3. Business Formats and Structure. 4. Business Organizations: Main Components and Activities. 5. The Firms and its Environment.

Topic 2. Production Planning and Quality

1. Components of Production Planning 2. Planning and scheduling tools. 3. Quality Management.

Topic 3: Project Management

1. Introduction. 2. PERT Method. 3. Project Control. 4. Cost Management in Projects.

Topic 4. Financial Plan and Investment Plan

1. Expenses vs. Investments. 2. Sources of Finance

Topic 5. Economic and Financial viability of an Investment Project.

1. Overview and Concepts. 2. The Income Statement. 3. The Balance Sheet.

Topic 6: The Production Function

1. Production and Operations. 2. The Production Process. 3. Location. 4. Production Costs. 5. Cost Behaviour. 6. Cost Volume Profit analysis

Topic 7: Decision Theory: Introduction

1. Business decisions. 2. Decision Making Process. 3. Decision Trees. 4. Multi-criteria analysis.

Topic 8. Leadership

1. Leadership Foundations. 2. The role of the leader. 3. Vision and values. 4. Change Management.

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7. Bibliography

7.1 Basic Bibliography:

Introduction to Business, by Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, and James C. Hyatt, 1st Edition (2018), ISBN-10: 1-947172-55-7 and ISBN-13: 978-1-947172-55-5 (ebk). Free access following this link: <https://openstax.org/details/books/introduction-business>.

In addition to the book, we will use a number of articles, notes and cases that will be available at Moodle platform.

7.2 Additional Bibliography:

Global Business Strategy: Multinational Corporations Venturing into Emerging Markets by Motohashi Kazuyuki. Tokio: Springer, 2015. Online ISBN 978-4-431-55468-4 (ebk).Free access at UHU Library.

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8. Systems and Assessment Criteria

8.1 System for Assessment:

Exam of theory/problems
Exam of practices
Presentation of papers
Individual follow-up of students

8.2 Assessment Criteria and Marks:

8.2.1 Examinations Convocatory I

GENERAL CONSIDERATIONS

The set of assessment activities will be subject to the Evaluation Regulations for Undergraduate Degrees and Official Master's Degree of the University of Huelva (approved by the Government Council of March 13, 2019).

http://www.uhu.es/sec.general/Normativa/Textos_Pagina_Normativa/Normativa_2019/Rgto_evaluacion_grado_mofs_ccgg_19_03_13.pdf

Each of the subjects of the Programme will be graded according to the following numerical scale from 0 to 10, with expression one decimal.

The numerical grade will be added with its corresponding qualitative qualification:

- 0 to 4.9: Suspense (SS)
- 5.0 to 6.9: Approved (AP)
- 7.0 to 8.9: Notable (NT)
- 9.0 to 10: Outstanding (SB).

The mention of "Enrollment of Honor" (MH) may be granted to students who have obtained an equal or higher than 9.0. The mention of "Enrollment of Honor" is not a right for the student, it will be granted at the sole discretion of the Professor. In case the Professor considers that it is opportune to grant the mention "Enrollment of Honor", the following criteria will be followed:

Ordinary Call I

Higher qualification obtained in the section "Assessment of personal work"

In case of a tie, the following order will be considered:

- 1) Higher final grade obtained in the section "Exams"
- 2) Higher final grade obtained in the section "Realization and Valuation of practices in the computer classroom"
- 4) By drawing lots

Other Calls

Higher final grade obtained.

In case of a tie, the following order will be considered:

- 1) Higher final grade obtained in the "Theory" section
- 2) By drawing lots

For this call, 100% of the evaluation will be in a "continuous assessment" basis, this is, grades reflect the student's work and exams submitted throughout the term.

Considerations to be taken into account to be evaluated in a "continuous assessment" basis.

60% Exams (Competence B6)

There will be two mandatory partial exams, named P1 and P2.

P1 exam covers approximately 60% of the subject while P2 exam covers approximately 40% of the subject .

P1 exam weights 40% on the final grading and P2 exam weights 20% on the final grading.

40% Activities in class, computer rooms and seminar, ACR, (Competence B6).

They are mandatory and its scheduling will be published when the course starts.

There won't be final exam.

Partial exams structure

Each partial test will consist of two clearly differentiated parts: a theoretical part (T) and a practical part of problem solving (P).

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Each exam will include, along with each question, the value associated with it. Each test will be scored from 0 to 10 points.

The theoretical part will have a minimum weight of 3 points and a maximum of 4 and the practical part a minimum of 6 and a maximum of 7.

To be able to compute the tests, a minimum of 30% of the possible points in the theoretical part and of 30% in the practical part must be achieved.

Final Marks

If a student does not take the P1 neither the P2 exam, in the records, the overall subject will grade as NOT PRESENTED.

If a student does not take the P1 or the P2 exam, in the records, the overall subject will grade as fail.

If a student does not submit some of the practices in the computer room, these practices will grade with a 0.

If a student does not attend or does not submit some of the activities included in the valuation section of personal work, that will grade with a 0.

A student final grade in this course will be based on the following weighting:

$$0.40 \times P1 + 0.20 \times P2 + 0.40 \text{ ACR}$$

8.2.2 Examinations Convocatory II

The exam will consist of two clearly differentiated parts: a theoretical part (T) and a practical part of problem solving (P). (Competence B6)

The exam will include, along with each question, the value associated with it. Each test will be scored from 0 to 10 points.

The theoretical part will have a minimum weight of 3 points and a maximum of 4 and the practical part a minimum of 6 and a maximum of 7.

To be able to compute the tests, a minimum of 30% of the possible points in the theoretical part and of 30% in the practical part must be achieved.

A student that takes this call, his / her grade will be solely and exclusively the qualification of the exam

8.2.3 Examinations Convocatory III

The exam will consist of two clearly differentiated parts: a theoretical part (T) and a practical part of problem solving (P). (Competence B6)

The exam will include, along with each question, the value associated with it. Each test will be scored from 0 to 10 points.

The theoretical part will have a minimum weight of 3 points and a maximum of 4 and the practical part a minimum of 6 and a maximum of 7.

To be able to compute the tests, a minimum of 30% of the possible points in the theoretical part and of 30% in the practical part must be achieved.

A student that takes this call, his / her grade will be solely and exclusively the qualification of the exam

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8.2.4 Extraordinary Convocatory

The exam will consist of two clearly differentiated parts: a theoretical part (T) and a practical part of problem solving (P). (Competence B6)

The exam will include, along with each question, the value associated with it. Each test will be scored from 0 to 10 points.

The theoretical part will have a minimum weight of 3 points and a maximum of 4 and the practical part a minimum of 6 and a maximum of 7.

To be able to compute the tests, a minimum of 30% of the possible points in the theoretical part and of 30% in the practical part must be achieved.

A student that takes this call, his / her grade will be solely and exclusively the qualification of the exam

8.3 Single Final Evaluation:

The exam will consist of two clearly differentiated parts: a theoretical part (T) and a practical part of problem solving (P). (Competence B6)

The exam will include, along with each question, the value associated with it. Each test will be scored from 0 to 10 points.

The theoretical part will have a minimum weight of 3 points and a maximum of 4 and the practical part a minimum of 6 and a maximum of 7.

To be able to compute the tests, a minimum of 30% of the possible points in the theoretical part and of 30% in the practical part must be achieved.

To take advantage of this evaluation modality, the student must expressly request it from the coordinating professor of the subject. This application must be submitted in the register of the Department of Financial Economics and Accounting of the UHU within the first two weeks of the course or in the fifteen days following enrollment if it occurs with the course already started.

Continuous evaluation and final exam are completely excluding forms of evaluation.

Once a student has begun a form of evaluation, the situation is irreversible.

In the final exam, all the contents of the subject are included.

If a student chooses, in time and form, this way, his / her grade will be solely and exclusively the qualification of the final exam.