Introduction to business administration

Academic Year: (2019 / 2020) **Review date: 18-03-2019**

Department assigned to the subject: Business Administration Department

Coordinating teacher: DESENDER , KURT ACHIEL

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 1

Branch of knowledge: Social Sciences and Law

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No requierements

OBJECTIVES

The student will be able to:
- Understand the basic functional areas of the firm.
- Understand the importance of planning and use basic planning and control tools.
- Understand the importance of financing and investment decisions and use basic finance tools.
- Understand the differences among the main production systems.
- Understand the scope of marketing and its importance for firm success.

DESCRIPTION OF CONTENTS: PROGRAMME

This is an introductory subject where the student will be exposed to basic concepts for firm management:

1. Introduction.
2. The objectives of the firm.
3. Decision trees.
4. Management
5. Introduction to finance.
6. Profitability.
7. Investment.
8. Financing.
9. Production systems.
10. Project planning.
11. Production control.
12. Production decisions.
13. Strategic marketing.
14. Operational marketing.

LEARNING ACTIVITIES AND METHODOLOGY

Every week there will be a theory session (in a large group) and a practical session (in a small group). Students must study the contents of each theory session before the session takes place. Exercises and cases must be solved before the corresponding practical sessions. Practical sessions will be devoted to discuss and provide solutions to the exercises that students will have previously worked at.

ASSESSMENT SYSTEM

There will be three exams: two partial exams which will take place during the term, and a final exam which will take place at the end of the term. Homework will not be evaluated. The weight of the four exams will be as follows:

- First exam: 25%
- Second exam: 35%
- Final exam: 40%

For students who fail the subject, the re-take exam will weigh 40% and the two mid-term exams 25%

and 35% respectively, unless the grade achieved at the re-take exam is greater than this weighted average, in which case the re-take will count for 100% of the grade.

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Jeff Madura Introduction to Business, Thomson, 2007

ADDITIONAL BIBLIOGRAPHY

- BREALEY, R., y MYERS, S. (1998). ¿Fundamentos de Financiación Empresarial¿. 5ª Edición., McGraw-Hill. Madrid..
- GÓMEZ-MEJÍA, L.R., y BALKIN, D.B. (2003). ¿Administración¿. 1ª Edición., McGraw-Hill. Madrid..
- HEIZER, J., y RENDER, B. (2001a). ¿Dirección de la Producción. Decisiones Estratégicas¿. 6ª Edición., Prentice-Hall. Madrid..
- HEIZER, J., y RENDER, B. (2001b). ¿Dirección de la Producción. Decisiones Tácticas¿. 6ª Edición., Prentice-Hall. Madrid..
- HODGE, B.J., ANTHONY, W.P., GALES, L.M. (2003). ¿Teoría de la organización: Un enfoque estratégico¿. 6ª Edición., Prentice-Hall. Madrid..
- LAMBIN, J.J. (1995). ¿Marketing Estratégico¿. 3ª Edición., McGraw-Hill. Madrid..