Introduction to Business Activity

Academic Year: (2021 / 2022) **Review date: 09-06-2021**

Department assigned to the subject:

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Additional training ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

It is a leveling training that will be taken by students who come from degrees not related to Economics and Business and who have not received additional subjects related to topics of Introduction to Business and / or Fundamentals of Business Manageent.

DESCRIPTION OF CONTENTS: PROGRAMME

- Business and entrepreneur. The business initiative
- Firm objectives. Management and decision making
- Fundamentals of Marketing
- Basic aspects of the production function
- Basic concepts of accounting and finance

LEARNING ACTIVITIES AND METHODOLOGY

Materials available to students before the start of classes.
Some classes before the start of the course.

ASSESSMENT SYSTEM

Final exam

% end-of-term-examination:	100
% of continuous assessment (assigments, laboratory, practicals…):	0

BASIC BIBLIOGRAPHY

- Cuervo, A. Introducción a la Administración de Empresas, Thomsom-Civitas, 2008
- Gutierrez Aragón Fundamentos de administración de empresas, Pirámide, 2016
- Rivera, J., Garcillán, M. Dirección de Marketing: fundamentos y aplicaciones, ESIC, 2007
- Rodríguez, Nieto, Fernández, Revilla Manual de Creación de Empresas, Civitas, 2014