

1. OVERVIEW

Subject Area	Business Economics
Degree	Bachelor's Degree in International Management of
School/Faculty	Social Sciences
Year	1º
ECTS	6
Type	Core
Language(s)	Spanish
Delivery Mode	On-campus
Semester	First semester

2. INTRODUCTION

The aim of the subject area is to introduce the main concepts that allow for the analysis of rational consumer behaviour. In this respect, consumer decisions will be analysed in terms of market and product characteristics, consumer preferences and resources.

The subject area **objectives** are summarised as follows:

- Students absorb the basic knowledge of business, understanding it as an open system capable of adapting to the needs of the environment in which it operates.
- The functional areas of the organisation, the main theories of business, the concept of the entrepreneur and its evolution, as well as the main environmental variables that affect companies in a market economy will be analysed.
- At the end of this subject area, students will understand the basic aspects of business economics, which will serve as a basis for successfully tackling the rest of the subject areas that make up their degree.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level

where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.

- CB2: Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by their acronym in Spanish)

- CT10: Initiative and entrepreneurial spirit: Ability to undertake difficult or risky actions with resolve. Ability to anticipate problems, propose improvements and persevere to ensure they are implemented. Willingness to take on and carry out tasks.
- CT11: Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.
- CT13: Problem solving: Ability to resolve an unclear or complex issue or situation which has no established solution and requires skill to reach a conclusion.
- CT03: Ability to adapt to new circumstances: be able to evaluate and understand different points of view, taking different approaches to suit the situation.

Specific skills (CE, by their acronym in Spanish):

- CE1 - Ability to understand and apply basic concepts and tools of strategic management for the operation of tourism and leisure companies: analysis, planning, organisation, communication, execution, management and control.
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Learning outcomes (RA, by their acronym in Spanish):

- RA1 - Designing a business management process.
- RA2 - Monitoring of a real company with special emphasis on the marketing area.
- RA3 - Understanding of concepts related to previous skills.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CB2, CB3, CB4, CB5 CT1, CT8, CT9 CE1, CE2, CE5, CE8	RA1: To design a business management process.
CB1, CB2, CB3, CB4, CB5 CT1, CT8, CT9 CE1, CE2, CE5, CE8	RA2: To monitor a real company, with special emphasis on the marketing area.
CB1, CB2, CB3, CB4, CB5 CT1, CT8, CT9 CE1, CE2, CE5, CE8	RA3: Understanding of the key concepts related to previously mentioned skills.

4. CONTENTS

- The business and economics of the tourism company
- The tourism entrepreneur
- Introduction to the functional areas of the company
- Operations administration
- Role of management Leadership and motivation

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Collaborative learning
- Problem-based learning
- Project-based learning
- Case studies.
- Lectures

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Attendance and active participation in class	62.5 h
Guided work (tutorials, monitoring of learning) (on-campus)	12.5 h
Independent working (on-campus)	37.5 h
Other activities (excursions, talks, etc.)	12.5 h
Student group work (on-campus)	25 h
TOTAL	150 h

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On-campus:

Assessment system	Weighting
Assignments and reports	10%
Presentations	20%
Practical exercises	20%
Knowledge tests	50%
Total	100%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.

8. BIBLIOGRAPHY

The works of reference for following up this subject area are:

- Gregorio Martín de Castro, María Ángeles Montoro Sánchez, Isabel Díez Vial; (2016) Fundamentos de la Administración de Empresas; Madrid, Editorial Civitas - Thomson Reuters

The recommended bibliography is indicated below:

- Santiago Garrido Buj, (2017) Gestión de empresas; Madrid, UNED Ediciones Académicas
- N. Gregory Mankiw, (2012) Principios de Economía; Madrid, Paraninfo Ediciones
- Eduardo Pérez Gorostegui, (2014) Fundamentos de la Economía de la Empresa; Madrid, Editorial Universitaria Ramón Areces
- José Emilio Navas López, Luis Ángel Guerras Martín; (2015) La dirección estratégica de la empresa; Pamplona, Editorial Civitas - Thomson Reuters

In addition to the aforementioned bibliography, other references of interest may be added throughout the semester to reinforce the different content of the course, which will be announced on the Virtual Campus of the subject area.