

1. BASIC INFORMATION

Subject	Economía de la empresa (Business Fundamentals)
Degree Program	Gestión deportiva (Sports Management)
School	Medicina, salud y deportes (Medicine, Health and Sports)
Year	1
ECTS credits	6 ECTS
Degree requirement	Mandatory
Languages	English/Spanish
Delivery mode	Campus based
Semester	First semester
Academic course	2025/2026
Coordinating professor	Tiziana Priede Bergamini

2. PRESENTATION

This course is intended for students to gain a strong business culture that allows successfully meet all other degree subjects. This is an introductory course aiming to provide students the basic knowledge about the entrepreneur, the company and its environment, as well as the presentation of the basic functional areas and the main decisions to be taken within them. The overall objective of the course is that students know and understand the company as fundamental economic unit. At the end of the course the student will be able to know and understand the company as an open system, the basics of its functional areas and the entrepreneur and its important role in today's economy.

We present the basic theoretical and practical approaches of the company as interdisciplinary scientific object and analyze the conditions that explain their relationship to the current competitive environment. In sum, it is a degree requirement course (basic) that enables students to understand the company as an open system. With this course the student will assimilate the basics of the company, adapting to the needs of the environment in which it operates.

3. LEARNING OUTCOMES

Knowledge

CON03. Identifies the basic economic and fiscal principles that operate in the financial dynamics of sports entities.

CON06. Describes the construction and operation processes of different sports facilities.

CON09. Identifies and knows innovation opportunities as a means of company growth, as well as any other business opportunity in national and international contexts.

Skills

HAB03. Observes the different economic, fiscal and financial foundations that govern the different sports entities.

Competences

COMP8. Analyze and evaluate with scientific rigor social, legal, economic, scientific or ethical issues in physical activity and sports.

4. CONTENT

- The company and the business environment.
- The figure of the entrepreneur.
- The functional areas of the company.
- The management process.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lecture/Webconference
- Case method
- Cooperative learning
- Problem-based learning (PBL)
- Flipped classrooms

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	22
Reading of content topics	12
Debates and colloquiums	11
Reports and writing	34
Group participatory activities (seminars, workshops, participation in forums, etc.)	20
External visits	5
Tutorials	4

Autonomous work	40
In-person knowledge tests	2
TOTAL	150

Online mode:

Learning activity	Number of hours
Synchronous virtual classes	22
Reading of content topics	12
Virtual forums	11
Search for resources and selection of information sources	5
Preparation of reports and writings	34
Group participatory activities (seminars, participation in forums)	20
Virtual tutoring	4
Autonomous work	40
Virtual evaluation tests	2
	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	50%
Project	20%
Case analysis	30%

Online mode:

Assessment system	Weight
Virtual knowledge tests	60%
Preparation of reports and writings	20%

Problem-solving and practical exercises	20%
Total	100%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1 Reputation	September
Activity 2 Social Responsibility	October
Activity 3 Demography	October
Activity 4 Legal forms	November
Final project Simulator	January

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Rayner, M. y Webb, T. (Ed.). (2018). Managing sport business: an introduction. Routledge.

The recommended Bibliography is:

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- PÉREZ GOROSTEGUI, E (2017): Fundamentos de Economía de la Empresa, CEURA, Madrid.
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- SUÁREZ SUÁREZ, A.S. (2004): Curso de Economía de la Empresa, Pirámide, Madrid.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.