

**Course Programme**

Name of the course	Introduction to business economics and administration		
Subject / branch of study	Business		
Module	Instrumental course		
Degree	Engineering on Telecommunication Technologies Engineering on Telecommunication Specific Technologies		
Study Plan	907	Code	45010
Teaching Period	1 semester	Category	Basic formation
Level	Bachelor Degree	Course Year	1
ECTS Credits	6 ECTS		
Language of instruction	English		
Responsible teacher/s	Guillermo Aleixandre Mendizábal Juan José Juste Carrión		
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Department	Applied Economics		
Date of review by the Degree Committee	26 th June 2023		

1. Presentation

1.1 Contextualization

For their professional practice, among the competences of telecommunication engineers must be an adequate knowledge of the main principles that govern economy and functioning of enterprises. These competences may not be so useful at the beginning of their professional career, unless they decide to create a technological start-up. However, they will eventually use these competences, when they start participating in the economic decision-making of the organizations they work.

This course allow students to understand engineering as an economic activity carried out, mostly, in the private sector. In any case, these activities are also performed by public administration (regulatory bodies of the sector or the university), and by private non-profit institutions (foundations, technology centres, professional associations, sector organizations ...).

In all the previous cases, work carried out by telecommunication engineers should not be only confined to technical aspects and, on many occasions, decision-making will have to take into account economic and financial aspects.

1.2 Relationship with other courses within the subject and/or module

This course is the English version of the course: Introducción a la Economía y la Empresa (in Spanish).

This course is related to an optional course of the bachelor degree: Creación de empresas (in Spanish).

1.3 Prerequisites

There are no academic preconditions to take this course.

Online teaching tools may be used in this course either in teaching activities or in evaluation activities. Students must have access to a computer with internet connexion to interact with the UVa Campus Virtual and to use videoconference systems.

For the evaluation purposes of this course, student must accept to use the technical mechanisms that appear in this programme and those that the University of Valladolid determines and/or provides.

2. Competencies

2.1 General Competencies

- GB1. Reasoning, analysis and synthesis capacity.
- GB7. Knowledge of the economic-financial aspects and of the basic elements of human resources management, organization and project planning.
- GE6. Capacity, and ethical commitment in the development of engineering solutions and in the various situations of human resource management and economic management, as well as the ability to understand the impact of engineering solutions in a global social context.
- GC1. Capacity for organization, planning and time management.
- GC2. Ability to communicate, both in writing and orally, knowledge, procedures, results and ideas related to telecommunications and electronics.



- GC3. Ability to work in any context, individual or group, learning or professional, local or international, respecting fundamental rights, equality of sex, race or religion and the principles of universal accessibility, as well as the culture of peace .

2.2 Specific Competencies

- B5. Adequate knowledge of the concept of company, institutional and legal framework of the company. Organization and management of companies. Marketing.
- T16. Knowledge of the regulation and regulation of telecommunications at national, European and international levels.

3. Objectives

The student must be able to:

- Define the concepts of economy and business.
- Describe the participants and institutions of the market economy and the functioning of that economy through the circular flow of income.
- Characterise the figure of the entrepreneur and his role in the company.
- Classify companies by different criteria.
- Analyse the behaviour of companies in a perfectly competitive market.
- Explain graphically and analytically the behaviour of a company's costs, distinguishing between the short term and the long term.
- Explain the movements of perfectly competitive product markets and the process that leads to their equilibrium.
- Analyse the behaviour of companies in situations of imperfect competition and the functioning of these markets as a whole.
- Assess and rank business projects from a financial perspective and describe financing alternatives available for those projects.
- Describe the information contained in the balance sheet and in the profit and loss account of the company, with special focus on the sources of financing of the company.
- Analyse the situation of the company from the available accounting information and use the basic ratios of the financial-accounting analysis.

4. Contents and/or thematic modules

a. Contextualization and justification

See section 1.1.

b. Learning objectives

See section 3.

c. Contents

Unit 1: Preliminary concepts in economy.

Unit 2: The enterprise and the entrepreneur.

Unit 3: Competitive markets in the short term: demand and supply.

Unit 4: Production, costs, revenues and business benefits.

Unit 5: Firms in the perfect competition market.

Unit 6: Firms in non-competitive markets.

Unit 7: Project appraisal decisions in the company.

Unit 8: Financial statement analysis of the company and business financing.

d. Teaching method

- Participatory master class either face-to-face or online (Blackboard Collaborate).
- Problem resolution.
- Collaborative learning.

e. Working plan

This work plan is an indicative plan. It can be slightly modified depending on the circumstances.

Week	Contents	Student activities
1	Unit 1	Delivery of unit 1 activities.
2	Unit 2	Delivery of unit 2 activities. Socratic activity on unit 1 and unit 2.
3	Unit 3	
4	Unit 3	Delivery of unit 3 activities.
5	Unit 4	
6	Unit 4	Delivery of unit 4 activities. Socratic activity on unit 3 and unit 4.
7	Unit 5	
8	Unit 5	Delivery of unit 5 activities.
9	Unit 6	
10	Unit 6	Delivery of unit 6 activities. Socratic activity on unit 5 and unit 6.
11	Unit 7	
12	Unit 7	Delivery of unit 7 activities.
13	Unit 8	
14	Unit 8	
15	Unit 8	Delivery of unit 8 activities. Socratic activity on unit 7 and unit 8.

f. Assessment

The evaluation of the acquisition of competences will be based on:

- Assessment of the attitude and participation of the student in the learning activities.
- Resolution of in and out of class activities.
- Final exam at the end of the semester.

g. Educational material

g.1 Main bibliography

- Camacho-Miñano; Akpınar, M.; Rivero-Menéndez, M.J.; Urquía-Grande, E.; Eskola, A, (2012): Beyond figures. Introduction to Financial Accounting. European Financial Accounting Manual. Pirámide. Madrid.
- Mankiw, N.G. (2004): Principles of Microeconomics (6th edition). South-Western CENGAGE Learning.
- Tucker, I.B. (2010): Microeconomics for today (7th edition). South western. Cengage Learning.

g.2 Complementary bibliography

- Thomas, A.; Ward, A.M. (2019): Introduction to financial accounting (9th edition). McGraw Hill. London
- Madura (2001): Introduction to business (2nd edition). South-western Thomson Learning. Cincinnati.

g.3 Other online resources (knowledge pills, blogs, videos, electronic journals/books, MOOC, ...)

Online materials generated for the course available in the course website (UVa Virtual Campus).

h. Resources

Classrooms equipped with a digital blackboard, projection cannon, computer with internet connection, presentation software, audio-visual projection resources. Besides, students must have computer and internet connexion to interact with the UVa Campus Virtual (Moodle) and videoconference systems.

All the necessary materials are available through one of the following channels:

- On UVa Campus Virtual.
- In the Miguel Delibes Campus library on physical or/and electronic version.
- On the Internet with free access.

j. Timing

ECTS load	Expected period for implementation
6 ECTS	Weeks 1 and 15

5. Teaching method and methodological principles

- Participatory master class.
- Problem resolution.
- Collaborative learning.
- Online tutorial activities (Teams).

6. Table of estimated dedication time of the student to the course

Class activities	Number of hours	Out of class activities	Number of hours
Theory-practice lessons	28	Individual study and autonomous work	30
Small group applied lessons	30	Group study and autonomous work	10
Assessment activities	2	Solving of online activities	10
		Performing of individual deliveries.	20
		Performing of group deliveries.	10
		Watching of multimedia contents	10
Total of class activities	60	Total of out of class activities	90
		Total	150

7. Assessment

Assessment instruments	Final grade percentage	Observations
Resolution and delivery of class activities and out of the class throughout the course.	50%	Each unit has out of the class activities. All the activities done either in class or out of class are used in the assessment.
Final exam (Questionnaire)	25%	
Final exam (Problems)	25%	

Assessment Criteria
<ul style="list-style-type: none"> • Ordinary call: There is a necessary to get minimum in the final exam: <ul style="list-style-type: none"> ○ It is necessary to score equal to or higher than 5 points out of 10; ○ It is necessary to score equal to or higher than 1,5 points out of 5 in each of the two parts (questionnaire and problems). The final assessment of the course is the weighted sum of the different assessment instruments. • Extraordinary call: The assessment is the best of these two options: <ul style="list-style-type: none"> ○ Option 1: considering the continuous assessment. The score obtained in the continuous evaluation of the ordinary call is kept (50%) and an extraordinary final exam is carried out (Questionnaire 25% + Problems 25%). The final assessment of the course is the weighted sum of the different assessment instruments. ○ Option 2: Without considering the continuous evaluation. An extraordinary final exam is carried out (Questionnaire 50% + Problems 50%). The final assessment of the course is the score of the extraordinary final exam. There is a necessary to get minimum in the extraordinary final exam: <ul style="list-style-type: none"> ○ It is necessary to score equal to or higher than 5 points out of 10; ○ It is necessary to score equal to or higher than 1,5 points out of 5 in each of the two parts (questionnaire and problems).

8. Final considerations

There are no final considerations.