

TEACHING GUIDE
CORPORATE ECONOMICS

GRADO EN ECONOMÍA (INGLÉS)

ACADEMIC YEAR 2023-24

Date: 12-07-2023

I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	1 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The main objective of the subject Corporate Economics is to provide a vision of the reality of companies, where students will provide their professional services. It is expected that the students understand and analyse management as the main role to play in their professional life, also that learn about the basic operation and interrelationships of the functional areas of the company. The subject tries to train professionals who, in addition to specific technical competence, have human skills that allows them develop and interact properly in their work.</p> <p>The importance of the subject is the acquisition of knowledge and managerial skills that students will be able to develop from an economic and business perspective, close to everyday business situations, allowing a multidisciplinary vision of the tasks to be developed by new graduates. A general vision, needed as manager of any company, is provided.</p> <p>For the development of the subject there are no prerequisites, although it would be desirable for the student to possess certain skills and characteristics for the best use of it, such as:</p> <ul style="list-style-type: none"> - The ability to work in a team - Oral and written communication skills - The ability to carry out work autonomously - The ability to adapt to changes and situations

III.-Competences
Generic competences
<p>CT01. Ability to analyse and synthesise</p> <p>CT02. Ability to organise and plan</p> <p>CT03. Oral and written communication in native language</p> <p>CT07. Ability to solve problems</p> <p>CT08. Ability to make decisions</p> <p>CT09. Ability to work in a team</p> <p>CT15. Ability to learn independently</p> <p>CB01 .That students have demonstrated the possession and comprehension of knowledge in a field of study based on the foundations of general secondary education, at a level that, although supported by advanced textbooks, includes some aspects that imply knowledge proceeding from the forefront of the field of study.</p>
Specific competences
<p>CE01. Ability to put knowledge of economics into practice</p> <p>CE02. Information search and research skills</p> <p>CE12. Understanding and evaluating financial investment</p> <p>CE13. Understanding how companies work and decisions are made</p> <p>CE16. Critical analysis, synthesis and summary of the financial position of the company</p>

IV.-Contents

IV.A.-Syllabus

I.- INTRODUCTION TO BUSINESS ADMINISTRATION

Lesson 1. The Business and its objectives

- 1.1. Concept and types of business
 - 1.1.1. Business as a production economic unit
 - 1.1.2. Business as an organization
 - 1.1.3. Business as a system
 - 1.1.4. Macroeconomic perspective of a business
- 1.2. Agents who participate in the objective choice: shareholders vs. stakeholders

Lesson 2. Managers in the Organization

- 2.1. Management definition
- 2.2. Hierarchical levels
- 2.3. Management roles
- 2.4. Management skills
- 2.5. Management functions
 - 2.5.1. Planning
 - 2.5.2. Organizing
 - 2.5.3. Human Resource Management
 - 2.5.4. Controlling

II.- BUSINESS MANAGEMENT

Lesson 3. Decision Making: The essence of the manager 's work

- 3.1. The decision making process
- 3.2. Making decisions as the main function of any manager
 - 3.2.1. Rational model
 - 3.2.2. Types of problems and decisions
 - 3.2.3. Decision making conditions

Lesson 4. Strategic Management

- 4.1. Concept and strategic levels
- 4.2. Environment
- 4.3. Types of organizacional strategies
 - 4.3.1. Corporate Strategies
 - 4.3.2. Competitive Strategies.

III.- FUNCTIONAL SUBSYSTEM MANAGEMENT

Lesson 5. Functional Subsystem Management

- 5.1. Financial Management. Investment and Finance
 - 5.1.1. Investment: concept and investment process
 - 5.1.2. Financial sources
- 5.2. Production Management
- 5.3. Marketing Management

IV.B.-Training activities	
Type	Title
Reading	The teacher will give readings for a critical comment and later debate
Practical / resolution of exercises	Several theoretical-practical questions will be presented that deal with the main aspects of the content and that will serve the student as a self-test of the acquired knowledge

V.-Student workload		
Lecture classes	40	
Practical classes/resolution of exercises, case studies, etc.	15	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	5	
Academic tutorials	12	
Related activities: conferences, seminars, etc.	6	
Preparation of lecture classes	50	
Preparation of practices, exercises, cases studies work	40	
Test preparation	12	
Total student workload	180	
VI.-Methodology and academic programme		
Type	Period	Content
Master classes	Week 1 to Week 15	The subject will be developed in master classes by the professor and may be completed with the use of handbooks included in the bibliography.
Work placements	Week 1 to Week 15	The practical sessions will consist in solving exercises independently individually or in group, by the student outside the classroom. The lectures will also be discussed, previously prepared by the students, when the professor has previously indicated. These practices should be carried out outside the classroom by students and will be corrected upon completion of each of the lessons.
Academic Tutorials	Week 1 to Week 15	Look for tutorial schedule
Tests	Week 16 to Week 17	Tests will take place in the dates established by the University

VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

The assessment will be made according to the following percentages and through a continuous assessment system:

-40% of the final grade will correspond to the practices made during the development of the subject and therefore evaluation keep going. These practices are re-evaluable, so if they are not passed by the students in the ordinary assessment They must be re-evaluated in the extraordinary call. These activities will be delivered by the professor through the virtual classroom and delivered by the students in the form and time specified by the professor according to the description of the activities.

-60% of final grade will correspond to the final exam. The test will consist of a theory and practice questions. The final exam will be re-evaluable in the extraordinary call. The exam could be face-to-face or online, as determined by the professor of the subject.

Observation: To pass the course, students must pass the assessment practices with a minimum score of 5 points, and with a minimum score of 5 points for the test.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography	
Referecence Generic	
Title: Introducción a la Administración de Empresas Author: Cuervo García, A. (2006) Editorial: Civitas	
Title: Fundamentos de dirección de empresas. Conceptos y habilidades directivas. Auhtor: Iborra, M.;Dasi A.; Dolz, Consuelo; Ferrer C. (2014), 2ª Edición, Editorial: Paraninfo	
Title: Administración Author: Robbins, S.; Coutler, M. (2005) Editorial: Prentice Hall, octava edición, México.	
Reference literature	
Title: Administración. Una Perspectiva Global Author: Koontz, H.; Weihrich, H. (1998) Editorial: McGraw-Hill, México	
Title: Fundamentos de la Administración: Conceptos esenciales y aplicaciones Author: Robbins, S.; Decenzo, D. (2002) Editorial: Prentice-Hall, tercera edición, México	
Title: Administración de Organizaciones. Fundamentos y Aplicaciones Auctor: Aguirre, A.A.; Castillo, A. M.; Tous, D. (1999) Editorial: Pirámide, Madrid	
Title: Administración de Empresas: Dirigir en la Sociedad del Conocimiento, Auhtor: Diaz de Castro, J.; Redondo López, C.; Barreiro Fernández, B; López Cabarcos, M.A. (2002) Editorial: Pirámide, Madrid	
Title: Fundamentos de Administración y Dirección de Empresas Author: Donnelly, J.H.; Gibson, J.L.; Ivancevich, J.M. (1994) Editorial: McGraw-Hill, 8ª edición.	

IX.-Lecturers/Teachers/Professors	
Lecturer/teacher/professor´s name	LUCAS MARIA CALVO PEREZ
E-mail address	lucas.calvo@urjc.es
Department/field	Economía de la Empresa
Category	Profesor/a Asociado/a
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/-a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0