

Centre	University College of Engineering of Vitoria-Gasteiz
Name of subject	25989 - Economy and Business Administration
Qualification	Degree in Industrial Electronic Engineering and Automatics
Type	Basic branch subject
Credits	6 ECTS
Year	2
Term(s)	2nd
Department	Business Organisation
Language	Spanish and Basque

Outcomes / Objectives

1. Understand the meaning of a business organisation and its economic and social importance.
2. Be able to rationalise the Business Management function and determine the skills and functions that business managers must acquire and use.
3. Apply the principles of general accounting. Additionally, identify, calculate and interpret basic indicators for the analysis of financial and economic situations.
4. Learn and be able to use the basic human resource management techniques to achieve motivation and workplace conflict resolution.
5. Know and be able to use business vocabulary correctly.
6. Work in a team together with other students to complete cooperative learning tasks in the context of business organisation.

Syllabus

Chapter I: Fundamentals and general notions of business: Concept of business. Objectives. Business Functions. Principles of modern management. Criteria for the classification of business organisations.

Chapter II: Business Management. Fundamentals of management. Strategic management. Organisation of business activity. Current perspectives in management. Team work. Decision making.

Chapter III: Business Economic and Financial Management. Introduction to economic management. General Accounting. Economic and financial analysis of financial statements.

Chapter IV: Human Resource Management. Strategic human resource planning. Recruitment. Selection. Training and development. Remuneration. Employee rights and discipline management.

Methodology

Teaching Method

Face-to-Face Teaching Hours

Lectures	Seminars	Classroom practice	Lab. practice	Computer sessions	Clinical practice	Workshops	Industrial workshops	Field practice
48		12						

Student Hours of Non Face-To-Face Activities

Lectures	Seminars	Classroom practice	Lab. practice	Computer sessions	Clinical practice	Workshops	Industrial workshops	Field practice
60		30						

Assessment System

General criteria

Written multiple-choice test

Practical activities (exercises, case studies or problems)

Group assignments

Presentation of assignments, reading...

Clarification regarding assessment

Assessment criteria:

- Multiple-choice test: 35-40%
- Problems exam: 35- 40%
- Team work activities: 30- 20%

Bibliography

Basic Bibliography

- Support material prepared by the lecturer.
- Esteban Fernández Sánchez, Beatriz Junquera y Jesús Ángel del Brío: Iniciación a los negocios para ingenieros. Paraninfo, Madrid, 2008.
- Julián Herrero Palomo: Administración, Gestión y comercialización de Pequeñas empresas. Paraninfo, 2nd edition, 2001.
- Oriol Amat: Contabilidad y Finanzas para no financieros. Deusto, 1996

In-depth Bibliography

- Eduardo Bueno Campos: Organización de empresas: estructura procesos y modelos, Pirámide, Madrid, 1997.
- Plan General de contabilidad, Pirámide, Madrid, 2001.

Websites

- <http://www.ehu.es>