

Introduction to business economics and administration (ECO)			
Code number:	75100	Number of ECTS:	6 ECTS
Semester:	Spring	Language:	English
<b>Lecturer(s) and contact:</b> <ul style="list-style-type: none"> <li>Dr. Guillermo Aleixandre Mendizabal (<a href="mailto:galeixam@eco.uva.es">galeixam@eco.uva.es</a>)</li> </ul>			
<b>Learning goals:</b> At the end of this sections, the student should be able to: <ul style="list-style-type: none"> <li>Apply the basic principles of the economy and the company to the telecommunications sector.</li> <li>Identify the different types of companies, market structures, being able to calculate prices and quantities of equilibrium in each one of them.</li> <li>Distinguish the types of costs of the companies and their sources of financing.</li> <li>Interpret the economic, legal and institutional framework of the company.</li> </ul>			
<b>Contents:</b> <ol style="list-style-type: none"> <li>Preliminary concepts in economy.</li> <li>The enterprise and the entrepreneur.</li> <li>Competitive markets in the short term: demand and supply.</li> <li>Production, costs, revenues and business benefits.</li> <li>Firms in the perfect competition market.</li> <li>Firms in non-competitive markets.</li> <li>Project appraisal decisions in the company.</li> <li>Financial statement analysis of the company and business financing.</li> </ol>			
<b>Prerequisites:</b> There are no academic preconditions to take this course.			