

Introduction to business economics and administration (ECO)			
Code number:	45010	Number of ECTS:	6 ECTS
Semester:	Autumn	Language:	English
Lecturer(s) and contact: <ul style="list-style-type: none"> • Dr. Guillermo Alexandre Mendizabal (galeixam@uva.es) • Dr. Juan José Juste Carrión (juan.juste@uva.es) 			
Learning goals: At the end of this sections, the student should be able to: <ul style="list-style-type: none"> • Apply the basic principles of the economy and the company to the telecommunications sector. • Identify the different types of companies, market structures, being able to calculate prices and quantities of equilibrium in each one of them. • Distinguish the types of costs of the companies and their sources of financing. • Interpret the economic, legal and institutional framework of the company. 			
Contents: <ol style="list-style-type: none"> 1. Preliminary concepts in economy. 2. The enterprise and the entrepreneur. 3. Competitive markets in the short term: demand and supply. 4. Production, costs, revenues and business benefits. 5. Firms in the perfect competition market. 6. Firms in non-competitive markets. 7. Project appraisal decisions in the company. 8. Financial statement analysis of the company and business financing. 			
Prerequisites: There are no academic preconditions to take this course.			