

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 Aleixandre Mendizábal (galeixandre@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"> Preliminary concepts in economy. The enterprise and the entrepreneur. Competitive markets in the short term: demand and supply. Production, costs, revenues and business benefits. Firms in the perfect competition market. Firms in non-competitive markets. Project appraisal decisions in the company. Financial statement analysis of the company and business financing. 														
Prerequisites: There are no academic preconditions to take this course.														
Assessment: <table border="1" data-bbox="226 1512 1406 1886"> <thead> <tr> <th>Assessment instruments</th> <th>Final grade percentage</th> <th>Observations</th> </tr> </thead> <tbody> <tr> <td>Resolution and delivery of in-class and out-of-class activities throughout the course.</td> <td>50%</td> <td>Each unit has in-class and out-of-class activities. All the activities done either in class or out of class are used in the assessment.</td> </tr> <tr> <td>Final exam (Questionnaire)</td> <td>25%</td> <td rowspan="2">It is necessary to score in the final exam 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).</td> </tr> <tr> <td>Final exam (Problems)</td> <td>25%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Ordinary call: The final assessment of the course is the weighted sum of the different assessment instruments. Extraordinary call (the final exam will be repeated): The assessment is the best of these two options: <ul style="list-style-type: none"> Option 1: Considering the continuous assessment. Option 2: Without considering the continuous evaluation. The final exam will be 100% of the score. 				Assessment instruments	Final grade percentage	Observations	Resolution and delivery of in-class and out-of-class activities throughout the course.	50%	Each unit has in-class and out-of-class activities. All the activities done either in class or out of class are used in the assessment.	Final exam (Questionnaire)	25%	It is necessary to score in the final exam 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).	Final exam (Problems)	25%
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