

Introduction to business economics and administration (ECO)

Code number:	48077	Number of ECTS:	6 ECTS
Semester:	Spring	Language:	English

Lecturer(s) and contact:

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Learning goals:

At the end of this course, the student should be able to:

- 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:

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.

Assessment:

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%	

- 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:
 - o Option 1: Considering the continuous assessment.
 - o Option 2: Without considering the continuous evaluation. The final exam will be 100% of the score.