

## BUSINESS ADMINISTRATION ECONOMY AND MANAGEMENT

<b>BASIC INFORMATION</b>			
<b>DEGREE:</b> B.A. Entrepreneurial Leadership and Innovation (LEINN))			
<b>NAME:</b> Business administration economy and organization			
<b>TYPE</b>	Basic: X	Compulsory :	Optional:
<b>CREDITS:</b> 6 ECTS			
<b>YEAR :</b> 1st		<b>SEMESTER:</b> year long subject	
<b>MODULE:</b> BASIC SUBJECTS			
<b>LANGUAGE:</b> Inglés			
<b>SPECIFIC INFORMATION</b>			
<b>1. OBJECTIVES</b>			
<p>This subject is an introduction to business economy and its fundamentals. Business Economics, also called Managerial Economics, is the application of economic theory and methodology to business. It is focused on understanding the concept of company as a system, its elements and typologies, the evolution and theories around the concept of entrepreneur, firm administration theories and the different functions of a management process. The lessons also include a module about business pitching so as to learn the process and the way to deliver a business plan verbally.</p> <p>The usefulness of business economics lies in borrowing and adopting the toolkit from economic theory, incorporating relevant ideas from other disciplines to take better business decisions, serving as a catalytic agent in the process of decision making by different functional departments at the firm's level, and finally accomplishing a social purpose by orienting business decisions towards social obligations.</p> <p>Learning outcomes</p> <ol style="list-style-type: none"> <li>1. Be able to create, manage and work in an entrepreneurial team</li> <li>2. Understand the different elements of a company: finance, production, innovation, marketing and people.</li> <li>3. Interpret the information of the new company for decision making.</li> <li>4. Understands the inter-relationships between the different economic decisions that affect the companies.</li> <li>5. Start-up an entrepreneurial idea, making the project happen.</li> </ol>			
<b>2. SUBJECT REQUIREMENTS</b>			
<p>In order to adequately understand the material, a minimum level of B2 English is recommended Self-motivation and discipline are paramount. The students are responsible for establishing and maintaining a regular study system.</p>			

## 2. COMPETENCES

### SPECIFIC

- To understand the basic concepts of an organization (áreas, functions, typologies, management roles, etc.) funciones, tipologías, gestión, etc.) and the role that people have on their creation and development
- To know the different theories about the company, the entrepreneur and administrative functions of a company
- To know the structure of a business pitch and their key elements

### TRANSVERSAL

- Digital competences
- Effective communication skills
- Information literacy
- Problem based thinking
- Team work

## 3. METHODOLOGY

Learner-centered methodology, the teacher becomes a guide or facilitator

Project based Learning X	Problem based learning X	Cases X
Team Working X	Reading X	Simulations
Workshops	External lectures and resources X	Learning Communities (Wikis, blogs, social networks...) X

#### 4. CONTENT

INSPIRE Self-learning	<ul style="list-style-type: none"> <li>• Documentaries</li> <li>• Magazines</li> <li>• Courses</li> <li>• Books</li> <li>• Movies</li> <li>• Music</li> </ul>
MIX Learner Autonomy and independent interactions	<ul style="list-style-type: none"> <li>- Events and conferences</li> <li>- Building contact networks</li> </ul>
START The enterprise and socioeconomic reality	<ul style="list-style-type: none"> <li>- The firm and its elements as part of an economic system</li> <li>- The market and the role of the firm in it</li> <li>- The historic evolution of the firm</li> </ul>
MAKE The Company	<ul style="list-style-type: none"> <li>- Conceptual dimensions</li> <li>- Evolution of the theories and main approaches: neoclassic approach, system approach, the social theory approach, the theory of the costs of transaction, etc.</li> <li>- Functioning of the firm and company typologies</li> </ul>
MAKE The entrepreneur	<ul style="list-style-type: none"> <li>- The evolution of the theories around the concept of Entrepreneur (as capital owner, innovator, leader, etc.)</li> <li>- Function and characteristics of the entrepreneur today</li> </ul>
MAKE Business administration theories	A general review of different schools: Scientific Management School, Administrative School of Management, Human Relations Movement, M.B.O., management by objectives, etc.
MAKE The management process	The concept of Management and different management functions (planning, organizing, leading, controlling)
MAKE Entrepreneurial ideas and the art of pitching	<p>Identifying entrepreneurial ideas</p> <p>The structure of a good business pitch and the business model canvas as a key element</p>

#### 6. BIBLIOGRAPHY

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- Bueno Campos, Eduardo : *Curso Básico de la Economía de la Empresa*. Pirámide, Madrid, 1993.
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- Cabanelas Omil; José: *Dirección de empresas. Bases en un entorno abierto y dinámico*. Pirámide, Madrid. 1997
- Cannan Entrepreneurs Pitch WorkBook (ppt)
- David A. Moss, 2014. *A Concise Guide to Macroeconomics, Second Edition: What Managers, Executives, and Students Need to Know*
- Dessler, Gary, 2002. *A framework for management (second edition)*.Ed. Prentice Hall. New Jersey.
- Díez de C, Jose eta Redondo Lopez, Carmen: *Administración de empresas*. Pirámide, Madrid. 1996
- Donnelly, Gibson eta Ivancevich: *Fundamentos de dirección y administración de empresas*. Irwin, Madrid, 1995

- Galan Zazo, Ignacio: Diseño organizativo. Thomson, Madrid. 2006
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- Pérez Gorostegui Eduardo : Enpresaren Ekonomia, Sarrera. Euskal Herriko Unibertsitatea, Argitarapen Zerbitzua. Bilbo, 1995
- Pitching Hacks at Stanford (ppt)
- Pitching Hacks <http://venturehacks.com/pitching>
- The Art of the Start <http://www.amazon.com/Art-Start-Time-Tested-Battle-Hardened-Starting/dp/159184056>
- Torelli, P. 2013. International Economics: Understanding the Forces of Globalization for Managers
- Veciana, J.M. (2005): La creación de empresas. Un enfoque gerencial. La Caixa, Barcelona. Edición electrónica disponible en Internet:[www.estudios.lacaixa.es](http://www.estudios.lacaixa.es)  
<http://www.lacaixa.comunicacions.com/se/pbei.php?idioma=esp&llibre=33>

## 7. EVALUACIÓN

60%	INDY HACK
40%	TEAM HACK

- A minimum average mark of 5 is required to pass the subject
- A minimum of 5 is required for the teamhack report and personal score /exam
- In teamhack all the members get the same mark
- Retakable activities: teamhack report and personal score/exam (will get a max. of 5)
- Condition to retake the exam: Failed exam or global mark of all activities < 5