



Universidad
de Alcalá

STUDENT GUIDE

Business Economics

Tourism Degree
Universidad de Alcalá

Academic Course 2020/2021
First Year – Second Semester

STUDENT GUIDE

Course Name	Business Economics
Code	680005
Degree	Tourism
Area and Department	Economics and Business Management Department Business Organization
Type	Foundation
ECTS	6
Year	First year, second semester
Teacher	Mónica Giménez Baldazo
Tuition hours	Please write to: monica.gimenez@uah.es
Platform	http://webct08.uah.es/webct/entryPageIns.dowebct (Aula virtual Blackboard)
Lenguaje	Spanish (Theory) + English (practice)

1. MODULE DESCRIPTION

Business Economics is mandatory course included in foundation courses. It is taught during first year, second semester in Tourism Degree Studies.

The aim of the course is introducing student to business basic concepts: what is a business, basic functional areas, what do companies do for society, how to take decisions and how to place the company in the market. We look for:

- Teach student basic business concepts
- Relate business concept with institution concept
- Understand and use tools to measure efficiency
- Know main organizational forms and its correspondence with current companies

Studying this course student will achieve necessary base to understand other courses in Tourism Degree, specially those related to Business Organization, Financial Economy, Accounting and Marketing Management.

The course is completed by Organization and Human Resources course (first term, second year) in the same degree.

This guide is a tool to understand how the course will be developed, what student has to do to pass the course, how he/she will be evaluated, where to find materials... It is first approach to what will happen in and outside the classroom.

This guide (syllabus) includes the teaching activities to be carried out in the subject (in a face-to-face basis), including evaluations (examinations) and other course work activities. It also envisages other activities that can be carried out online - both synchronously and asynchronously - such as online theoretical and practical sessions, knowledge pills, course assignments submission through the on-line platform, peer learning activities (blogs or WIKI), self-assessment exercises or examinations.

If, due to exceptional circumstances, the classroom-based activities outlined in this teaching guide (syllabus) cannot be carried out, they will be so through telematic means (in a Virtual Classroom), using all tools available on the University's teaching-learning platform, in the way that it ensures that students acquire the competences and skills of the subject. In the exceptional case of shifting from classroom-based to online teaching and learning activities all elements of this guide (syllabus); objectives, timetable and course calendar, practical activities, evaluation criteria, etc., will not be affected.

Student active participation in both classroom-based and online activities of the subject would be encouraged for which technological means must be made available to grant the proper development. Students must be able to access the teaching and learning online platforms provided by the University through an adequate authentication system and to participate in both synchronous and asynchronous activities, for which microphone and camera devices could be

required. If students do not have the proper equipment or devices to actively participate, they must inform the teacher at the beginning of the course.

Regarding the subject foreseen evaluations, means for ensuring that students can take their written and/or orally examinations both in a face-to-face basis and throughout telematic means (in the latter, the use of a camera and a microphone could be required) to prove the acquisition of certain skills, will be foreseen. In any case, details for the methods and ways evaluations will take place will be announced in advance to the students.

Por tanto, la Universidad de Alcalá garantiza a sus estudiantes que, si por exigencias sanitarias las autoridades competentes impidieran la presencialidad total o parcial de la actividad docente, los planes docentes alcanzarían sus objetivos a través de una metodología de enseñanza-aprendizaje y evaluación en formato online, que retornaría a la modalidad presencial en cuanto cesaran dichos impedimentos.

2. LEARNING OBJECTIVES

- **General skills**

- Develop comprehensive Reading, analysis and synthesis
- Develop searching skills, documents selection in data bases and academic research
- Promote individual work and group work
- Improve oral and written communication
- Improve critical and analytical skills

- **Specific skills**

- Understand and explain basic concepts
- Solving practical problems using simple tools
- Get minimal knowledge to study future courses related to this one
- Acquiring minimum skills to defend economical and business point of view
- Understand and use minimum skills to express talking or writing, in a scientific way, economical data from a company
- Improve group working
- Stimulate and improve oral and written communication
- Improve analysis and critical skills

3. CONTENTS

Part I: Business Economics as a Science

Chapter 1: Introduction

Current issues for companies

Chapter 2: What is a company?

Concept

Components

Classification

Value and Valuation in a company and business results

Part II: Company as a Social and Economical Institution

Chapter 3: Company is not alone: environment

Concept

Typologies

Part III: Functional areas in a company

Chapter 4: Production: touristic services

Output concept

Differences between product and service

Cycle of life

Product portfolio

Quality

Measurement: productivity and break-even point

Chapter 5: Marketing: more than selling and publicity

Concept

Price

Product

Promotion

Place

Chapter 6: Human Resources: most important element in a company

Concept

Organization and planification of HHRR

HHRR management

Chapter 7: Company funding

Funds sources

Funds classification

Budget

Funding and investment: relationship

Measurement: profitability, NPV, IRR and Pay-back

Chapter 8: Targets in a company

Concept

Typologies

Behaviour

Chapter 9: Philosophy, culture and strategy

Philosophy and its dimensions

Culture and its diagnosis

Problems in culture change

Strategy

Basic elements in strategy

Strategic matrixes

Appendix: Business Plan: create your own business

Planning

Part 0	Introduction	1 hour
Part I	Chapter 1	3 hours
	Chapter 2	7 hours
Part II	Chapter 3	2 hours
Part III	Chapter 4	7 hours
	Chapter 5	3 hours
	Chapter 6	5 hours
	Chapter 7	7 hours
	Chapter 8	2 hours
	Chapter 9	5 hours
Project presentation: final classes of the course		

4. LEARNING METHODOLOGIES

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TOTAL HOURS: 150

On-site assistance hours: 48	Number of hours for theory and practice in group class
Student work hours. 102	Number of hours for self work

Learning material will be found in Balckboard platform. At the beginning of the course you will be shown how to use it and acces to the contents

Platform will also be the way to evaluate and follow your progress since there are tolos that will allow you to check your progress, ask questions, contact teacher...

There are also books you can read to prepare classes. If you want to widen even more teacher will facilitate more books, magazines or webs that may be interesting for you.

Among others you will learn how to plan your work as well as present briefings and meeting notes of group work.

METHODOLOGY STRATEGIES

On-site assisting classes

Theory: will be given in big groups, teacher will explain main concepts to understand chapters

Practical cases resolution: small groups of students. Tools and anything needed will be given and you will learn how to use them to solve problems.

Briefing and project presentations: you will have to show the rest of your partners your findings. You may use power point and other tools to help explaining.

Seminars and conferences

Debates about a given subject: teacher will give you any documents or basic information you need and will set a day for discussion.

Self work

- Reading
- Information searching
- Activities: cases, problems....
- Forum, blogs, participation...

Tuition

Can be in group or individual, teacher will evaluate your skills and you will have to inform about your progress

Exam

Partial test: during the course teacher can make as many test as she wants to check knowledge acquired

Final exam: at the end of the course there will be a final test in which you will have to make relations between all you have learnt

5. EVALUATION

Evaluation Criteria

About content and study

Does he/she understand basic concepts and knows how to apply them?
Is able to establish relationship between company areas?
IS able to solve cases and exercises?
Does he/she know how to synthesize ideas and prepare briefings?
Does he/she know how to work in group and motivate?
Does he/she know how to present ideas and work done?
Original contributions
Asks for new subjects

About Project

Project structure
Originality
Theoretical and practical application
Coherence
Synthesis
Presentation
Project briefings

Rating Criteria

Evaluation process is inspired in continuous evaluation. Those students who wish to abandon continuous evaluation have to indicate Dean of the Faculty during first 2 weeks their reasons to do so.

If student does not participate as this guide establishes he/she will be considered as not presented in ordinary exam.

Continuous evaluation

Student will be evaluated by his/her work, knowledge and skills. Methods to evaluate will be:

- a) Classes and seminars active participation 10%
- b) Cases solving, individually or in group: 10%
- c) Knowledge evaluation test 10%
- d) Public presentation of lectures and project results: 15%
- e) Final project: 15%
- f) Final exam: 40%. This final exam will be composed by theory and practice:
 - Theory: several questions that student will have to develop, all related to concepts taught during course

- Practice: several problems to be solved using tools and knowledge acquired during course

To pass the course student will have to pass successfully all the test and demonstrations, understanding that all them in group show skills developed and learnt.

If student fails in ordinary exam results will be kept until extraordinary exam.

Evaluation system will be adapted to teaching resources and number of students per group. It will be indicated at the beginning of the course.

Final exam

Students who opt for final exam will have to take a test that will be 100% of their result. It will have 3-4 theoretical questions and 2-4 practical problems in which they will have to show they have acquired specific and basic skills of the course.

Extraordinary exam

- a) Students that failed continuous evaluation because they passed all test except final one: will be able to repeat only final exam in June-July and rest of qualifications will be kept until then
- b) Rest of students: will have to take a final exam that will be 100% of their qualification

Honesty rules for evaluation test

- A. During evaluation tests the student:
- Will have an ID over the table
 - Will not be allowed to have telephones, electronic or informatic devices independently if they are switch on or off (mobile phones, tablets, clocks, audio or video transmitter, etc.) except for a calculator that has to be included in the list attached in this page.
 - Will not be allowed to take materials or objects (syllabus, books, class notes, any other notes, etc.)

This prohibition does not allow any excuse that, previous to the beginning of the exam, has to be notified to the teacher and he/she authorises it according to the circumstances.

Any infringement of this general rule allows the teacher to grade the test with fail (o)

B. In each particular case, depending on the infraction and the characteristics of the evaluation test, the teacher will consider if there has been a trust lost towards the student related to the written assessment, so in the future, the student will have to take an oral exam in front of a tribunal.

C. In no case, the grade will be "Not presented" for those students that, in any of the continuous assessment, have acted without academic honesty.

Authorized calculators:

Canon F-720i	Citizen SR-135 (todas las versiones)	Sharp EL-531VH
Casio fx-82MS ES SX TL super NS X	Citizen SR-260 Scientific Calculator (todas las versiones)	TI 30Xs
Casio fx-82SX PLUS	Citizen SR-270x (todas las versiones N, NGR, NPU..)	TI-30 eco RS
Casio fx-85MS ES WA	Elco ECF-4807	TI 30Xa Solar
Casio fx-350MS ES TLG TL	Elco EC-545	Lexibook Sc 100
Casio fx-550	HP 10s	Olympia LCD 8110
Casio fx-590	HP 300s	Texas Instruments TI 36X
Casio fx-825X fraction	Milan M-240	
Casio fx-85SPXII	Milan M-2	
Casio fx-82SPX-S-EH	Milan M-139	
Casio fx-82spx iberia	Milan M-228	
	Sharp EL-521VH	

6. BIBLIOGRAPHY

Autor	Título	Código
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