

## COURSE GUIDE

<b>Course Data</b>	
<b>Name</b>	<b>Business Economics</b>
<b>Code</b>	<b>DOI-GITT-322</b>
<b>Degree</b>	<b>Grado en Ingeniería en Tecnologías de Telecomunicación</b>
<b>Year</b>	<b>3º</b>
<b>Semester</b>	<b>2º</b>
<b>ECTS Credits</b>	<b>4.5 ECTS</b>
<b>Type</b>	<b>Elective</b>
<b>Department</b>	<b>Industrial Engineering</b>
<b>Area</b>	<b>Economics and Business Administration</b>
<b>Coordinator</b>	<b>Pedro Linares</b>

<b>Information of Professors</b>	
<b>Professor</b>	
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## SPECIFIC INFORMATION OF THE COURSE

<b>Course context</b>	
<b>Contribution to the professional profile of the degree</b>	
<p>This course introduces the student to the basic concepts of economic theory, financial and cost accounting, developing further those aspects more relevant to industrial engineering. The course is therefore introductory, presenting the fundamental topics of economics, finance and cost accounting which can be later developed at the Masters level.</p> <p>During the course students will learn how to understand and solve microeconomics problems, to produce financial statements, and to determine the production cost of firms.</p>	
<b>Pre-requirements</b>	
Basic knowledge of algebra and calculus	

# CONTENTS

<b>Contents</b>
<b>MODULE 1: Basic concepts</b>
<b>1: SCARCITY AND CHOICE.</b>
1.1. The problem of scarcity 1.2. The problem of choice: what, how and for whom to produce 1.3. Choice mechanisms: markets, governments, mixed economies 1.4. Difficult choices: market failures and government failures 1.5. Economic science: micro vs macro; theory vs reality
<b>MODULE 2: Microeconomics</b>
<b>2: SUPPLY AND DEMAND</b>
2.1. The market: Participants and interactions 2.2. Demand: individual and market demand, determinants, shifts and movements 2.3. Supply: individual and market supply, determinants, shifts and movements 2.4. Equilibrium, surplus and shortages 2.5. Changes in equilibrium: price ceilings and floors
<b>3: CONSUMER DEMAND</b>
3.1. The demand curve and utility theory 3.2. Price elasticity and its determinants
<b>4: SUPPLY DECISIONS</b>
4.1. The production function 4.2. Costs of production 4.3. Supply horizons: short and long term 4.4. Economic vs accounting costs
<b>5: THE MARKET (I): PERFECT COMPETITION</b>
5.1. Market structure 5.2. Perfect competition 5.3. The firm's production decision 5.4. Profit maximization 5.5. Supply behavior: individual and market <b>5.6. Industry entry and exit</b>
<b>6. THE MARKET (II): IMPERFECT COMPETITION</b>
6.1. Monopoly: structure, behavior, barriers to entry 6.2. Other non-competitive markets: duopoly, oligopoly, monopolistic competition 6.3. Reasons for market power: R&D, economies of scale, natural monopoly, contestable markets
<b>7. MARKET FAILURES</b>
7.1. Market failures 7.2. Public goods 7.3. Externalities 7.4. Market power 7.5. Inequity 7.6. Macro instability

<b>MODULE 3: Financial accounting</b>
<b>8: FINANCIAL ACCOUNTING</b>
<ul style="list-style-type: none"> <li>8.2 The firm as an economic agent.</li> <li>8.3 Roles of the firm.</li> <li>8.4 Types of firm.</li> <li>8.5 Legal framework.</li> <li>8.6 Organization of the firm.</li> <li>8.7 Nature and purpose. Rules and regulations</li> <li>8.8 Recording data: The accounting equation. Accounts. Bookkeeping. Double entry</li> <li>8.9 Basic financial reporting. Regularization: inventories, depreciation, accruals, value correction</li> </ul>
<b>MODULE 4: Management accounting</b>
<b>9: MANAGEMENT ACCOUNTING</b>
<ul style="list-style-type: none"> <li>9.1 Nature and purpose. Classification of costs</li> <li>9.2 Direct costs. Materials. Labor. Other direct costs</li> <li>9.3 Indirect costs. Product and period indirect cost (criteria and accrual systems). Activity-based costs (ABC)</li> <li>9.4 Margin of safety. Fixed and variable costs. Break-even point.</li> </ul>

## TEACHING METHODOLOGY

<b>General methodological aspects of the course</b>
In order to achieve the learning objectives stated above, the course will focus on the students' activity and on their active learning. Therefore, the methodology will be oriented towards a more active role of the student.
<b>Classroom Methodology: Activities</b>
<ul style="list-style-type: none"> <li>1. Lectures: the instructor will start from the description of a real situation in which an economic or accounting problem is present. This situation may be introduced by the instructor or proposed by the students. Then the situation will be discussed, and the economic concepts and tools required to address it will be introduced and explained. This will help students learn to identify the basic elements of an economic or accounting issue, how to analyze it, and how to solve it.</li> <li>2. Problem solving / Case discussion: In these sessions tasks previously given to students (problems and case studies) will be discussed, solved and explained. In order to participate in these sessions the student must hand in previously the task</li> </ul>
<b>Non-Classroom Methodology: Activities</b>
The objective of non-classroom activities is to understand the concepts and methodologies described in class, and to apply them to the different problems or case studies presented in the classroom or given by the instructor.
<ul style="list-style-type: none"> <li>1. Individual and group study of the concepts, methodologies and techniques learnt during the lectures</li> <li>2. Problem solving</li> <li>3. Case analysis and preparation</li> </ul>
In addition, instructors will address the questions of students individually or in groups during their office hours, and will also help them orient their learning process

## EVALUATION ACTIVITIES AND CRITERIA

Evaluation activities	Evaluation Criteria	Weight Percentage
Tests: <ul style="list-style-type: none"> <li>• Test 1(week 4)</li> <li>• Test 2(week 8)</li> <li>• Test 3(week 12)</li> <li>• Test 4 (week 15)</li> <li>• Final exam</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding of concepts.</li> <li>- Application of concepts to problem solving.</li> <li>- Analysis and interpretation of problem results.</li> <li>- Quality of writing and overall presentation.</li> </ul>	70% (12.5% each intermediate test, 20% final exam)
<p>To be allowed to do the final exam, students must get at least 3.5 in at least two of the intermediate tests.</p> <p>To pass the final exam they must get at least 3 in all of the modules (Microeconomics, Financial Accounting, and Management Accounting. The minimum grade to pass the final exam is 5.</p> <p>Programmable calculators are not allowed in any of the tests or quizzes</p> <p>Cell phones, tablets or cameras are not allowed when reviewing tests.</p>		
Problems and case studies given for out-of-classroom work	<ul style="list-style-type: none"> <li>- Handing them in before the corresponding session</li> </ul>	10%
Active participation in class	<ul style="list-style-type: none"> <li>- Questions and comments in class</li> </ul>	10%
Short video analyzing a real microeconomic problem, chosen by the student	<ul style="list-style-type: none"> <li>- Degree to which students apply what they have learned to the analysis of a real situation</li> </ul>	10%

### Qualification Criteria

The final grade of the course will result from adding the following elements:

- 70% from the grade in the tests and final exam. Each intermediate test will represent 12.5% of the final grade, and the final exam will weigh 20%. PROGRAMMABLE CALCULATORS ARE NOT ALLOWED IN INTERMEDIATE TESTS OR FINAL EXAMS.
- 10% from handing in the problem sets and case studies given for out-of-classroom work.
- 10% from the grade corresponding to participation in class.
- 10% from the grade corresponding to the short video to be prepared.

#### Extraordinary session

The same criteria and weights are valid for the extraordinary session, except that the grade of the final exam will be replaced by the grade in the extraordinary exam.

Missing more than 15% of the classes may result in the student not being able to take the final exam in its first session.

## WORK PLAN AND SCHEDULE<sup>1</sup>

In and out-of-class activities	Date/Periodicity	Deadline
• Reading and study of the materials, problem solving	After each session	
• Problem solving	Weekly	Weekly
• Tests and final exam preparation	Weeks 4, 8, 12, and 15	
• Short video of a microeconomic problem		Week 11

SUMMARY OF WORKING HOURS OF THE STUDENT			
CLASSROOM HOURS			
Lectures	Problem solving	Tests	
35	10	4	
NON-CLASSROOM HOURS			
Autonomous work – theory	Autonomous work – problems	Test preparation	
45	30	11	
<b>ECTS CRÉDITS:</b>			<b>4.5 (135 hours)</b>

<sup>1</sup> A detailed work plan of the subject can be found in the course summary sheet (see following page). Nevertheless, this schedule is tentative and may vary to accommodate the rhythm of the class.

## BIBLIOGRAPHY AND RESOURCES

<b>Basic References</b>
<b>Textbooks</b>
Amat, O. (2010) <i>Finanzas para no financieros</i> . Gestión 2000 Dyson J.R. (2010) <i>Accounting for Non-accounting Students</i> (8th edition) Pearson Mochón, F. (2010) <i>Principios de economía</i> . McGrawHill Schiler, B. (2011) <i>Essentials of Economics</i> (8th edition) McGrawHill Schiler, B. (2010) <i>Principios de economía</i> (6th edition) McGrawHill
<b>Additional References</b>
<b>Textbooks</b>
Begg, D., et al: <i>Economics</i> (10th edition) McGrawHill Hall, R. E. y Lieberman, M. <i>Economics: Principles and Applications</i> (2nd edition) South Western Harford, T. (2007) <i>The Undercover Economist</i> . Abacus Mankiw, N. G. <i>Principles of Economics</i> (3rd edition) South Western Walther, L. M. y Skousen, C. J. (2009) <i>Managerial and Cost Accounting</i> . <a href="http://www.bookboon.com">www.bookboon.com</a> Walther, L. M. y Skousen, C. J. (2009) <i>The accounting Cycle</i> . <a href="http://www.bookboon.com">www.bookboon.com</a> Walther, L. M. y Skousen, C. J. (2009) <i>Using Accounting information</i> . <a href="http://www.bookboon.com">www.bookboon.com</a>