FUNDAMENTALS OF BUSINESS ADMINISTRATION - 30104

Learning Outcomes:
1. Defining the concept of a company and its institutional and legal framework.
2. Identifying the different economic agents and describing their behaviour.
3. Analysing the functional areas in the company. Specifically, introductory issues related to human resources and marketing.
4. Evaluating investment projects from an economic stance.
5. Identifying sources of funding in a company.
6. Analysing the company from an economic and financial perspective.

Course Outline:
Part I. Introduction to Business Administration
1. Introduction to Economics and Business Administration
2. Analysis of Management Functions
3. Principles of Marketing Management
4. The Decision-Making Process
Part II. Fundamentals of Financial Management
5. Financial Statement Analysis
6. Valuation of Financial Operations
7. Capital Budgeting (Net Present Value and Other Investment Criteria)
8. Corporate Financing and Cost of Capital

Teaching Activities:
The teaching activities consist of:
- Lectures: 40 hrs
- Resolution of problems and cases: 15 hrs
- Tests (Tests, theory and practice tests and final exam): 5 hrs.

Assessment:
To assess the subject, we have established two kinds of exams:
1. Theory Tests (30% of final mark): to evaluate learning outcomes 1, 2 and 3, tests will consist of both short open-answer and multiple-choice questions. The assessment criteria for these tests will take into account the accuracy, relevance and clarity of the answers.
2. Practical Tests (70% of final mark): Assessment of learning outcomes 4, 5 and 6 will require solving problems and / or practical cases. The assessment criteria for these tests will take into account the achievement, analysis and interpretation of results.

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