

Program	09TT- Engineering in Telecommunication Technologies and Services
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Course number and name	
Number	95000012
Name	Introduction to Business Management Fundamentos de Gestión Empresarial
Semester	Y1-S2

Credits and contact hours	
ECTS Credits	4.5
Contact hours	45

Coordinator's name	Criado Fernández, María del Mar
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Specific course information		
Description of course content		
This course is intended to give an overview of what a company is, its problems, and its relationship with the environment, reviewing the processes and tools commonly used in business management from an economic and financial standpoint.		
List of topics to be covered		
1. Introduction to business economics. 2. Economic environment of business. 3. Economic and financial information of the company. 4. Investment projects evaluation. 5. Economic and financial analysis. 6. Business Plan: Economic and financial aspects.		
Prerequisites or co-requisites		
No prerequisites		
Course category in the program		
X R (required)	__ E (elective)	__ SE (selective elective)

Specific goals for the course
Specific outcomes of instruction
RA14: Understand the concept of business and economic environment. RA15: Know the terms, tools and processes related to the management of the company and its main functional areas: financial, commercial, R & D, operations and human resources.

Student outcomes addressed by the course
CEB5 CG1, CG2, CG3, CG4, CG5, CG7, CG8, CG10, CG11, CG12

Bibliography and supplemental materials
<p>Barroso, C. "Economía de la Empresa". Ed. Pirámide, 2010 Samuelson, P.A.; Nordhaus, W. D. "Microeconomía". Ed. McGraw-Hill, Interamericana de España, 2006 Blanchard, O. "Macroeconomía". Ed. Prentice Hall Iberia, 2006 Cervera, M, y otros. "Contabilidad Financiera". Ediciones CEF, 2008 Muñoz, A.: "Análisis de Estados Financieros -Teoría y Práctica". EdAcadémicas, 2009. Puértolas, F. y Ruiz, S. "Análisis de Inversiones - Teoría y Práctica". Delta Publicaciones, 2011 Mascareñas, J. "Finanzas para Directivos" Ed. Pearson. 2010 Página web de la asignatura: http://moodle.upm.es/titulaciones/oficiales</p>

Teaching methodology			
X_ lectures	_ problem solving sessions	X collaborative actions	__ laboratory sessions
Other:	PBL, case study		