

Syllabus

Course: Introduction to the Economy

Credits: 6 ECTS

Program: Business Administration and Management

Module: Core Education

Subject: Economics

Code: 802203

Abbreviation: MA10

Subject coordinator: Dr. Samer Ajour

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01 Faculty

01.1 Subject Coordinator

Samer Ajour

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02 Presentation

02.1 Description

The course provides basic understanding of the value and uses of economics on both the micro and macro level. Microeconomics analyzes the activities of individuals, households, and firms while macroeconomics studies the economy as a whole. Studying economics provides us with an alternative perspective in our view and in the decision-making processes. It not only informs us about economic issues and current debates but it also provides useful theoretical knowledge and conceptual framework to create informed opinions about public policies in our global world.

02.2 Relevant Professional Applications

The set of learning received by the student is key to develop effective and efficient decision-making processes in leadership and management roles in any organization.

03 Competences

03.1 Basic Competences

- CB02 -** Students know how to apply their knowledge to their work or vocation in a professional way. They possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB04 -** Students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.
- CB05 -** Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

03.2 Specific Competences

- CEECO01 –** Conceptual knowledge and understanding of how the economy works
- CEECO02 –** Critical interpretation and evaluation of economic cycles and structures of a specific geographic area
- CEECO03 –** Knowledge of basic microeconomic concepts and rules and their application on economy.
- CEECO04 –** Understanding the decision-making processes of different economic agents based on general economic reasoning.
- CEECO05 –** Obtain basic economic knowledge in order to understand relevant legal and sociopolitical concepts of business administration adequate to a BBA graduate.
- CEECO06 –** Manage analytical tools in economics in order to facilitate the understanding of concepts used in other materials

CEECO07 – Application of theoretical knowledge and analytical methods & tactics in the resolution of economic exercises and problems.

CEECO08 – Teamwork.

03.3 General Competences

CG03 - Being able to work as a member of an interdisciplinary team either as a member, or as performing tasks of management and development of people in order to contribute to developing projects with pragmatism and sense of responsibility, assuming commitments and considering resources available.

CG04 - Managing the acquisition, structuring, analysis and visualization of data and information in the field of specialty and critically assess the results of this management.

03.4 Transversal Competences

CT03 – Managing talent and innovation.

CT04 - Integrating into any functional area of the company and / or organization and perform professionally any assigned management work.

04 Program

- Topic 1. Introduction to the allocation of scarce resources
- Topic 2. Principles of Economy and History
- Topic 3. Market Models: Perfect competition, monopoly and oligopoly, factor remuneration, competitive equilibrium and market failures
- Topic 4. Market System: Prices, supply and aggregate demand
- Topic 5. International economic theory: international trade, labour productivity, immigration policies and barriers to international trade
- Topic 6. Application of Corporate Social Responsibility in the business management to ensure a better sustainable community and continuity in the awareness of its importance.

05 Teaching methodology

Considering the theoretical and practical subject characteristics and the student profile, teaching praxis has been articulated around different methodologies from EAE's Life-ED Methodology:

- ME1.** Interactive class presentations
- ME2.** Team work
- ME3.** Independent work
- ME4.** Problem-solving based learning
- ME7.** Assessment

06 Learning Activities

According to the learning outcomes defined and consistent with the teaching methodologies proposed, the following training activities are scheduled:

Evaluation Activities	Hours	Classroom Teaching Time
AF1. Contents presentation with student participation	24	100%
AF2. Problem solving, exercises and case studies with student participation.	24	100%
AF4. Study and preparation of teaching units	46	0%
AF5. Completion of exercises and case studies	25	0%
AF6. Problem solving	25	0%
AF13. Written/oral evaluations	6	100%

07 Assessment

Evaluation Items $0.6 \cdot EV1 + 0.2 \cdot EV2 + 0.2 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam on the full course content	CB02, CB04, CB05, CEDPR01, CEDPR02, CEDPR03, CEDPR04, CEDPR05, CEDPR06, CEDPR07, CEDPR08, CEDPR09, CEDPR10	40%
EV2. Control or midterm written test	CG02, CG03, CG04, CG05, CG06, CG07	20%
EV3. Assignments, Tests, and Participation	CT03, CT04, CG02, CG03, CG04, CG05, CG06, CG07	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

One time assessment: The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

08 Learning Resources

Topics	Resources	Type
Topic	Testbooks, articles, on-line resources, notes and exercises	Class and Blackboard

09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community-

with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be considered.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

10 Bibliography

10.1 Basic bibliography

- Case, Fair, Oster, Principles of Economics, Pearson (2021), Global edition, 13a ed.

10.2 Complementary bibliography

- Mankiw, N.G. (2017) Principios de economía, 7e. Cengage Learning Editors, S.A. de C.V. ISBN: 978-607-526-214-7.
- Comín, F. (2014) Historia económica mundial. De los orígenes a la actualidad. Alianza Editorial. ISBN: 978-84-206-8918-0.
- Monchón, F. & Beker, V.A. (2008) Economía. Principios y aplicaciones, 4e. McGraw-Hill. ISBN: 978-970-10-6794-9.
- Pérez Enrri, D. (2012) Introducción a la economía. LA economía como un todo y para todos. Alfaomega Grupo Editor Argentino, S.A. ISBN: 978-987-1609-56-7.

- **Links didácticos**

<http://www.pangea.org/peremarques/pdigital/webs/pizecon11.htm>

<http://www.ecomur.com/>

<http://www.econolandia.es/index.asp>

<http://www.eumed.net/>

<http://www.chrismartenson.com/crashcourse/espanol>

- **Documentos periódicos**

Boletines e informes del Banco de España (bde.es)

Informes coyunturales: (lacaixa.es) (<http://serviciodeestudios.bbva.com>) etc.

- **DATOS**

[http://ec.europa.eu/economy_finance/indicators/annual_macro_economic_data
base/ameco_contents.htm](http://ec.europa.eu/economy_finance/indicators/annual_macro_economic_data_base/ameco_contents.htm)

<http://ine.es>

<http://www.fuentesestadisticas.com/>

<http://idescat.es>