

## SUBJECT TEACHING GUIDE

### G1447 - Introduction to Business Administration

#### Degree in Civil Engineering BILINGUAL UC-CU CIVIL ENGINEERING PROGRAM

Academic year 2023-2024

1. IDENTIFYING DATA			
Degree	Degree in Civil Engineering BILINGUAL UC-CU CIVIL ENGINEERING PROGRAM	Type and Year	Compulsory. Year 2 Compulsory. Year 1
Faculty	School of civil Engineering		
Discipline	Obligatory Subjects ECONOMICS AND BUSINESS		
Course unit title and code	G1447 - Introduction to Business Administration		
Number of ECTS credits allocated	6	Term	Semester based (2)
Web			
Language of instruction	English	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS		
Name of lecturer	PEDRO DIAZ SIMAL		
E-mail	pedro.diaz@unican.es		
Office	Edificio IH Cantabria. Planta: + 2. DESPACHO (228)		
Other lecturers			

3.1 LEARNING OUTCOMES
- The student will understand and criticize basic economic analysis applied to engineering and social environment
- The student will assess organizational performance based on individual and collective behaviors
- The student will develop project assessments with economic instruments

4. OBJECTIVES
The student will be familiar with the economic instruments applied to the analysis of engineering framework
The students will understand the basic rules of organizational behavior
The student will be familiar with the basic investment analysis instruments

## 6. COURSE ORGANIZATION

CONTENTS	
1	Economic Theory. Macro and Microeconomic Analysis. Introduction
2	Bussines administration principles
3	Engineering economic analysis

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Midterm exam	Written exam	No	Yes	30,00
End term exam	Written exam	No	Yes	30,00
Class discussion	Others	No	No	10,00
Exercises sheet	Work	No	Yes	30,00
TOTAL				100,00
Observations				
Observations for part-time students				
The curriculum will be adapted in case of students on partial dedication guaranteeing the competences obtained with limited class attendance.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC
Economics: Principles, Applications and Tools, 8/e O'Sullivan, Sheffrin, and Perez
Organizational Behavior, 14/E, Robins & Hodges
Engineering Economic Analysis 12 E Donald G. Newnan, Jerome P. Lavelle, and Ted G. Eschenbach