

# **DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION**

**FIRST YEAR**

**Campus CEADE, Isla de la Cartuja. Sevilla.**

## DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION

Year	1 <sup>st</sup>
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Introduction to Economics	First Semester
Economic History	First Semester
Business Maths I	First Semester
Business Economics	First Semester
Company Law	First Semester
Microeconomics	Second Semester
Business Maths II	Second Semester
Business Statistics I	Second Semester
Organizational Theory	Second Semester
Accounting: Introduction	Second Semester

## COMPANY LAW

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Company Law</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Department</b>	Social and Health Science
<b>Semester</b>	First Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### 2.1. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CGI1 – Ability to analyse and synthesise

CGi2 – Ability to organise and plan

- CGI7 - Problem solving skills
- CGI8 - Decision making skills
- CGI9 - Skills for analysing and gathering information from different sources
- CGP1 - Team working skills
- CGP6 - Judgement skills as well as the ability to question yourself
- CGS3 - Autonomous learning skills
- CGS5 - Quality motivation

## **2.2. CROSS SKILLS**

- CT1 - Written and oral communication in Spanish
- CT2 - Written and oral communication in a foreign language
- CT4 - Computer skills related to the field of study
- CT7 - Sensitivity towards environmental and social issues
- CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

## **2.3. SPECIFIC SKILLS**

CE22 - Having a knowledge of the regulations which deal with individual subjects, their consideration as entities subject to the law and as the protagonists of the legal-economic procedures; having the skill to interpret basic fiscal regulation texts: development laws and regulations. Having a knowledge of the legal norms which regulate different operations which involve the exchange of goods and services in the market; having a knowledge of the blueprint and essential workings of the Spanish fiscal system; having the skill to use legal judicial sources as well as jurisprudence and doctrine.

# **3. CONTENT**

Introduction to Private Property Law. The sources of the Law. The person. Law of Obligations. General Theory of the contract. Company and company owner. The statute of the Company owner/ entrepreneur. The individual Company owner/ entrepreneur. Corporations. Industry Law. Securities. Commercial contracts.

## **BUSINESS ECONOMICS**

### **1. SUBJECT DESCRIPTION**

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Business Economics</b>

<b>Module</b>	Basic Training in Business and Company Science
<b>Departament</b>	Social and Health Science
<b>Semester</b>	First Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### 2.4. BASIC AND GENERAL SKILLS

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CGI1 – Ability to analyse and synthesise

CGi2 – Ability to organise and plan

CGI7 - Problem solving skills

CGI8 - Decision making skills

CGI9 - Skills for analysing and gathering information from different sources

CGP1 - Team working skills

CGP4 - Habilidad en las relaciones personales.

CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS4 – Creativity.

CGS5 - Quality motivation

CGS6 - Skill to adapt to new situations

CGS8 - Leadership

### 2.5. CROSS SKILLS

CT1 - Written and oral communication in Spanish  
 CT2 - Written and oral communication in a foreign language  
 CT3 - Initiative and entrepreneurial spirit  
 CT6 - Ethical commitment in the workplace  
 CT7 - Sensitivity towards environmental and social issues  
 CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

### 2.6. SPECIFIC SKILLS

CE01 - Drawing up of a diagnosis of the company's situation and results, identifying and diagnosing business problems and offering thought-out solutions.  
 CE04 - Performing the basic functions which make up the administration process: planning, managing, organization and control.  
 CE05 - Understanding the most relevant perspectives in the study of organizations.  
 CE07 - Understanding and applying good governance principles, social corporate responsibility and business ethics.

## 3. CONTENT

Business economics: concept of Company, types of companies, ownership, managing and administration. Company organizational subsystems: Operations, Marketing, Finance, Human Resources. It finishes with the company organizational subsystems: Cooperation and Company Evolution.

## ECONOMIC HISTORY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Economic History</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Department</b>	Social and Health Science
<b>Semester</b>	First Semester

<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### 2.7. BASIC AND GENERAL SKILLS

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CGI7 - Problem solving skills

CGI8 - Decision making skills

CGI9 - Skills for analysing and gathering information from different sources

CGP1 - Team working skills

CGP4 - Habilidad en las relaciones personales.

CGP6 - Judgement skills as well as the ability to question yourself

CGS3 - Autonomous learning skills

CGS4 – Creativity.

### 2.8. CROSS SKILLS

CT1 - Written and oral communication in Spanish

CT2 - Written and oral communication in a foreign language

CT4 - Computer skills related to the field of study

CT7 - Sensitivity towards environmental and social issues

CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

### 2.9. SPECIFIC SKILLS

CE21 - Having a knowledge of the historic perspective, the origins and evolution of the main economic problems and issues nowadays.

### 3. CONTENT

Geopolitics and economy: revolutions, industrial era, the end of ideologies and new technologies. Globalization and global economic growth. Economic inequality, welfare, income distribution and convergence. The nations' trade and wealth (poverty). Migrations and globalization. History of the World Monetary Fund. Institutions, politics and governing in world economics: economic crisis.

## INTRODUCTION TO ECONOMICS

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Introduction to Economics</b>
<b>Module</b>	Quantitative methods
<b>Department</b>	Social and Health Science
<b>Semester</b>	First Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### 2.10. BASIC AND GENERAL SKILLS

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CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS4 – Creativity.

CGS5 - Quality motivation

## **2.11. CROSS SKILLS**

CT1 - Written and oral communication in Spanish

CT2 - Written and oral communication in a foreign language

CT3 - Initiative and entrepreneurial spirit

CT6 - Ethical commitment in the workplace

CT7 - Sensitivity towards environmental and social issues

CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

## **2.12. SPECIFIC SKILLS**

CE17 - Having a knowledge of economic institutions and understanding the general workings of the economy in the short, medium and long terms and the behaviour of the economic agents. Understanding the use of economic models to make predictions about the real world.

CE18 - Understanding the workings, use and limitations of macroeconomic politics. Having a knowledge of the main macroeconomic and microeconomic aggregates and their use. Analysing the market theory in allocation of resources and in price setting, and analysing the process of company profit maximisation in markets. Drawing up microeconomic scenarios which contribute to the strategic process and the decision making.

### 3. CONTENT

Introduction to Economics: object, method and approach to economics as a science. The performance of economic agents in the market. Market analysis. Analysis of macroeconomic relationships. Economic growth, income, employment and inflation. External sector and economic globalization. The behaviour of the economic agents (consumer and company), the microeconomic balance in perfect competition.

## BUSINESS MATHS I

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Business Maths I</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Department</b>	Social and Health Science
<b>Semester</b>	First Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### 2.13. BASIC AND GENERAL SKILLS

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CGI1 – Ability to analyse and synthesise

CGI2– Ability to organise and plan

CGI7 - Problem solving skills

CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS5 - Quality motivation

CGS6 - Skill to adapt to new situations

### 2.14. CROSS SKILLS

CT1 - Written and oral communication in Spanish

CT2 - Written and oral communication in a foreign language

CT4 - Computer skills related to the field of study

CT6 - Ethical commitment in the workplace

CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

### 2.15. SPECIFIC SKILLS

CE19 - Having a knowledge of the basic Mathematical and statistics techniques applied to the economic- business field and analysing quantitatively the economic-business reality and being able to cross reference the knowledge acquired in different subjects from the degree in the fields of mathematics, statistics and economic theory.

## 3. CONTENT

Basic elements of lineal and matrix algebra. Operations with matrixes. Basic elements of function analysis: continuity, differentiation and integration.

## ACCOUNTING: INTRODUCTION

### 1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
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<b>Subject</b>	<b>Accounting: Introduction</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Departament</b>	Social and Health Science
<b>Semester</b>	Second Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS:

### 2.16. BASIC AND GENERAL SKILLS

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CGI1 – Ability to analyse and synthesise

CGI7 - Problem solving skills

CGI8 - Decision making skills

CGI9 - Skills for analysing and gathering information from different sources

CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS4 - Creativity

CGS5 - Quality motivation

### 2.17. CROSS SKILLS

CT1 - Written and oral communication in Spanish  
 CT2 - Written and oral communication in a foreign language  
 CT3 - Initiative and entrepreneurial spirit  
 CT6 - Ethical commitment in the workplace  
 CT7 - Sensitivity towards environmental and social issues  
 CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

**2.18. SPECIFIC SKILLS**

CE17 - Having a knowledge of economic institutions and understanding the general workings of the economy in the short, medium and long terms and the behaviour of the economic agents. Understanding the use of economic models to make predictions about the real world.

CE18 - Understanding the workings, use and limitations of macroeconomic politics. Having a knowledge of the main macroeconomic and microeconomic aggregates and their use. Analysing the market theory in allocation of resources and in price setting, and analysing the process of company profit maximisation in markets. Drawing up microeconomic scenarios which contribute to the strategic process and the decision making.

**3. CONTENT**

Accounting Economic and legal context. Business assets and the result of operating activities. The conceptual framework. Accounting technique. VAT accounting register(Valued- added Tax). The Accounting process.

**BUSINESS STATISTICS I**

**1. SUBJECT DESCRIPTION**

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Business Statistics I</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Department</b>	Social and Health Science

<b>Semester</b>	Second Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### 2.19. BASIC AND GENERAL SKILLS

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CGI1 – Ability to analyse and synthesise

CGi2 – Ability to organise and plan

CGI7 - Problem solving skills

CGI8 - Decision making skills

CGI9 - Skills for analysing and gathering information from different sources

CGP1 - Team working skills

CGP4 - Social skills

CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS4 - Creativity

CGS5 - Quality motivation

CGS6 - Skill to adapt to new situations

### 2.20. CROSS SKILLS

CT3 - Initiative and entrepreneurial spirit

CT4 - Computer skills related to the field of study

CT6 - Ethical commitment in the workplace

CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to

peace and democratic cultures.

### 2.21. SPECIFIC SKILLS

CE19 - Having a knowledge of the basic Mathematical and statistics techniques applied to the economic- business field and analysing quantitatively the economic-business reality and being able to cross reference the knowledge acquired in different subjects from the degree in the fields of mathematics, statistics and economic theory.

## 3. CONTENT

Descriptive Statistics. One dimensional and two dimensional distributions.  
 Simple and multiple linear regression.

## BUSINESS MATHS II

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Business Maths II</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Departament</b>	Social and Health Science
<b>Semester</b>	Second Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### 2.22. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

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CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

CGI1 – Ability to analyse and synthesise

CGI7 - Problem solving skills

CGI8 - Decision making skills

CGI9 - Skills for analysing and gathering information from different sources

CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS4 - Creativity

CGS5 - Quality motivation

### **2.23. CROSS SKILLS**

CT1 - Written and oral communication in Spanish

CT2 - Written and oral communication in a foreign language

CT3 - Initiative and entrepreneurial spirit

CT6 - Ethical commitment in the workplace

CT7 - Sensitivity towards environmental and social issues

CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

### **2.24. SPECIFIC SKILLS**

CE19 - Having a knowledge of the basic Mathematical and statistics techniques applied to the economic- business field and analysing quantitatively the economic-business reality and being able to cross reference the knowledge acquired in different subjects from the degree in the fields of mathematics, statistics and economic theory.

## **3. CONTENT:**

Complements to matrix algebra. Input- output analysis. Introduction to the theory of Optimization and its economic application. Specific computer applications in problem solving.



## MICROECONOMICS

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Microeconomics</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Departament</b>	Social and Health Science
<b>Semester</b>	Second Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### 2.25. BASIC AND GENERAL SKILLS

CGI1 – Ability to analyse and synthesise  
 CGI2 – Ability to organise and plan  
 CGI7 - Problem solving skills  
 CGI8 - Decision making skills  
 CGI9 - Skills for analysing and gathering information from different sources  
 CGP1 - Team working skills  
 CGP3 - Working in an international context  
 CGP4 - Social skills  
 CGP6 - Judgement skills as well as the ability to question yourself  
 CGP8 - Working under pressure  
 CGS3 - Autonomous learning skills  
 CGS4 - Creativity  
 CGS5 - Quality motivation  
 CGS6 - Skill to adapt to new situations  
 CGS8 - Leadership

#### 2.26. CROSS SKILLS

- CT1 - Written and oral communication in Spanish
- CT2 - Written and oral communication in a foreign language
- CT3 - Initiative and entrepreneurial spirit
- CT4 - Computer skills related to the field of study
- CT5 - Skill to work in diverse and multicultural environments
- CT6 - Ethical commitment in the workplace
- CT7 - Sensitivity towards environmental and social issues
- CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

### 2.27. SPECIFIC SKILLS

CE17 - Having a knowledge of economic institutions and understanding the general workings of the economy in the short, medium and long terms and the behaviour of the economic agents. Understanding the use of economic models to make predictions about the real world.

CE18 - Understanding the workings, use and limitations of macroeconomic politics. Having a knowledge of the main macroeconomic and microeconomic aggregates and their use. Analysing the market theory in allocation of resources and in price setting, and analysing the process of company profit maximisation in markets. Drawing up microeconomic scenarios which contribute to the strategic process and the decision making.

## 3. CONTENT

The theory of consumer choice. Revealed preferences. Budget restrictions. Maximizing utility. Welfare Economy. Measuring consumer welfare. Risk. Strategic behaviour and Game theory. Production Theory. Technology, production function, perfect competition. Cost function. Barriers to entry, returns on scale and monopoly .Monopoly Price and Price discrimination. Oligopoly: the strategic choice on quantity and price.

## ORGANIZATIONAL THEORY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Business Management and Administration
<b>Subject</b>	<b>Organizational Theory</b>
<b>Module</b>	Basic Training in Business and Company Science
<b>Department</b>	Social and Health Science

<b>Semester</b>	Second Semester
<b>Total Credits</b>	6
<b>Year</b>	1 <sup>st</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### 2.28. BASIC AND GENERAL SKILLS

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CGI7 - Problem solving skills

CGI8 - Decision making skills

CGI9 - Skills for analysing and gathering information from different sources

CGP1 - Team working skills

CGP4 - Social skills

CGP6 - Judgement skills as well as the ability to question yourself

CGP8 - Working under pressure

CGS3 - Autonomous learning skills

CGS4 - Creativity

CGS5 - Quality motivation

CGS6 - Skill to adapt to new situations

CGS8 - Leadership

### 2.29. CROSS SKILLS

CT1 - Written and oral communication in Spanish

CT2 - Written and oral communication in a foreign language

CT3 - Initiative and entrepreneurial spirit

CT6 - Ethical commitment in the workplace

CT7 - Sensitivity towards environmental and social issues

CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

### **2.30. SPECIFIC SKILLS**

CE01 - Drawing up of a diagnosis of the company's situation and results, identifying and diagnosing business problems and offering thought-out solutions.

CE04 - Performing the basic functions which make up the administration process: planning, managing, organization and control.

CE05 - Understanding the most relevant perspectives in the study of organizations.

CE07 - Understanding and applying good governance principles, social corporate responsibility and business ethics.

## **3. CONTENT**

Analysis of the most relevant perspectives and points of view which have tried to explain the nature, structure and function of organizations.

As part of the Organizational Theory, Organization Design is studied, as the managing function which creates and transforms the organizational structure of an organization.