



SUBJECT TEACHING GUIDE ACADEMIC YEAR 2014/2015

1. SUBJECT BASIC DETAILS							
1.1. Title	ECONOMICS INTRODUCTION						
1.2. Subject code	63101109	1.3. Plan	Grado en Administración y Dirección de Empresas	1.4. Academic year	10/11	1.5. Training programme	Degree
1.6. Degree course	1st	1.7. Type	Compulsory	1.8. Term		Fist term	
1.10. Use of virtual networking lecture room (indicate type)	Teaching support						
1.11. ECTS Credits	6	1.11.1. Students' presential time	45 h	1.11.2. Students' non-presential time	105h		
Organization of activities	<i>Activities planned for students' tuition and timetable per activity (estimated in hours)</i>					Hours	150
I. STUDENTS' ACTIVITIES PRESENTIAL AND ONLINE	Theoretical content sessions					45	
	Practical content sessions					105	
	Group work sessions					0	
	External Practice sessions					0	
	Individual tutorials			0	Collective tutorials	0	
	Assessment tests					0	
II. STUDENTS' NON-PRESENTIAL ACTIVITIES (self supported work)	Students should prepare the case studies in advance for every practical class. Students will also have to study for the exam.					105	
TOTAL STUDENTS' WORKING HOURS						150	
VIRTUAL PLATFORM: Semipresencial (b-learning)							
2. LECTURER DETAILS							
2.1. Name	MARIA DEL CARMEN NAVARRO DEL AGUILA						
2.2. Department	ECONOMÍA APLICADA						
2.3. Office	BUILDING B: 125	2.4. Tutorial time	<i>Consult web page (see the appropriate web link for the programme)</i>				
2.5. Telephone number	950-015196						

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2.6. E-mail	mcnava@ual.es
2.8. Personal web resources	Web de Navarro del Aguila, Maria del Carmen
3. ELEMENTS OF INTEREST FOR STUDYING THE SUBJECT	
3.1. Content justification	
The subject has three parts. The first one is an introduction with basic concepts. Parts two and three are the most important ones: microeconomics and macroeconomics. In themes of microeconomics we study: demand and supply with elasticity and equilibrium; production and business organization and analysis of cost.	
3.2. The subjects in relation to the syllabus	
<ul style="list-style-type: none"> ○ Microeconomía ○ Macroeconomía 	
3.4. Knowledge required to approach this subject	
Some mathematical basics knowledge.	
3.5. Requirements gathered in the Degree report	
It is not necessary.	

4. COMPETENCES	
4.1. General competencies	
University of Almeria generic competencies (first degree and M.A.) and RD generic competencies. 1393/2007 Problem solving ability Management and information skills The ability to search for and analyze information from different sources	
4.2. Specific competencies developed	
<ul style="list-style-type: none"> ○ Basic concept of profession. ○ Write and read in English. 	

5. STUDY OBJECTIVES/RESULTS	
<ul style="list-style-type: none"> ○ Basic concept of economy. ○ Observe changes in demand and supply with equilibrium. ○ Understanding production function and business organization. ○ Understanding economic system. Economic and political instruments to get macroeconomics objectives. 	

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6. THEME BLOCKS, METHODOLOGY AND PLANNING OF THE ACTIVITIES

Theme blocks and themes	Types of organization	Teaching procedures and activities	Context		
			Presential	Non-presential	
Block I	Theoretical content sessions	Lectures that include participation	x		
		Talks	x		
		Audiovisual sessions			
		Seminars	x		
		Videoconferences			
	Others			x	
	Practical content sessions	Seminars			
		Debates	x		
		Elaboration of explanations	x		
		Work group presentations			
		Work organization			
		Problem solving	x		
		Doubts or conflicts			
		Promoting initiatives			
		Evaluation sessions			
		Case studies	x		
		Seminars			
		Others			x
		Block II	Theoretical content sessions	Lectures that include participation	x
Talks	x				
Audiovisual sessions					
Seminars	x				
Videoconferences					
Others				x	
Practical content sessions	Seminars				
	Debates				
	Elaboration of explanations		x		
	Work group presentations				
	Work organization				
	Problem solving		x		
	Doubts or conflicts				
	Promoting initiatives				
	Evaluation sessions				
	Case studies		x		
	Seminars				
	Others				x
	Work group sessions		Search, consultation and handling of information	x	
Debates					
Exercises					
Laboratory tasks					
Field work		x			


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Theme blocks and themes	Types of organization	Teaching procedures and activities	Context	
			Presential	Non-presential
		Formulating hypotheses and alternatives		
		Team work	x	
		Producing reports	x	
		Demonstrating specific procedures		
		Result evaluation	x	
		Problems		
		Case studies	x	
		Seminars		
		Projects		
		Others	x	
Block III	Theoretical content sessions	Lectures that include participation	x	
		Talks	x	
		Audiovisual sessions		
		Seminars	x	
		Videoconferences		
	Others		x	
	Practical content sessions	Seminars		
		Debates		
		Elaboration of explanations	x	
		Work group presentations		
		Work organization		
		Problem solving	x	
		Doubts or conflicts		
		Promoting initiatives		
		Evaluation sessions		
		Case studies	x	
	Seminars			
	Others		x	
	Work group sessions	Search, consultation and handling of information	x	
		Debates		
Exercises				
Laboratory tasks				
Field work		x		
Formulating hypotheses and alternatives				
Team work		x		
Producing reports		x		
Demonstrating specific procedures				
Result evaluation		x		
Problems				
Case studies		x		
Seminars				
Others				


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DESCRIPTION OF THE STUDENTS' TASKS AND OF THE VIRTUAL RESOURCES THAT WILL BE USED IN THE ACTIVITY FOR B-LEARNING AND E-LEARNING	HOURS (plan of presential activities, in the lecture room and students' self supported work)		
	Presential	Non- presential	
<p align="center">BLOCK 1: BASIC CONCEPTS</p> <p>Unit 1: Introduction</p> <ol style="list-style-type: none"> 1. Definition of Economics 2. Microeconomics and Macroeconomics 3. Inputs and outputs 4. The Three problems of economic organization. 5. Society's technological possibilities. 6. The production-possibility. 	4	2	
<p align="center">BLOCK 2: MICROECONOMICS</p> <p>Unit 2: Basic elements of supply an demand.</p> <ol style="list-style-type: none"> 1. The demand curve. <ol style="list-style-type: none"> 1.1. Market demand <ol style="list-style-type: none"> 1.2. Forces behind the demand curve 1.3. Shifts in demand. 2. The supply curve. <ol style="list-style-type: none"> 2.1. Forces behind the supply curve 2.2. Shifts in supply. 3. Equilibrium of supply an demand. 	3	3	
<p>Unit 3: Production and business organization</p> <ol style="list-style-type: none"> 1. Theory of production and marginal products. <p align="center">Basic concepts.</p> <ol style="list-style-type: none"> 1.1. The production function. 1.2. Total average and marginal product. 2. Economic analysis of costs. <ol style="list-style-type: none"> 2.1. Total cost: Fixed and variable. <ol style="list-style-type: none"> 2.1.1. Fixed cost. 2.1.2. Variable cost. 2.2. Definition of marginal cost 2.3. Average cost. 3. Economic cost and business accounting. 	3	3	


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BLOCK 3: MACROECONOMICS	
Unit 4: Overview of macroeconomics. 1. Key concepts of macroeconomics. The birth of macroeconomics. 2. Objectives and instruments of macroeconomics. 3. Measuring economic success. 4. The tools of macroeconomic policy.	3 3
Unit 5: Aggregate supply and demand. 1. Inside the macroeconomy: Aggregate supply and demand. 1.1. Definitions of aggregate supply and demand. 1.2. Aggregate supply and demand curves. 2. What are business cycles? 3. Aggregate demand and business cycles 3.1. The theory of aggregate demand. 3.2. The downward-sloping aggregate demand curve 4. The multiplier model. 5. Fiscal policy in the multiplier model.	5 3
Unit 6: Money and the financial system. 1. The modern financial system. 2. The special case of money. 3. Banks and the supply of money. 4. The stocks market. 5. Monetary policy and the economy. 6. The monetary transmission mechanism.	4 3
Unit 7: Open-economy macroeconomics. 1. Foreign trade and economic activity. 2. Interdependence in the global economy. Economic Growth in the open economy. 3. International economic issues.	4 3

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7. PROCEDURE FOR THE EVALUATION OF COMPETENCES	
7.1. Evaluation procedures	
<p>In-class work and participation and the deepness of the comments and ideas expressed will be also valued.</p> <p>They will prepare several individuals works and one work in group. They will comment these ones in class.</p>	
7.1.2. Evaluation percentages	
<p>Theory percentage..... 80%</p> <p>Practice percentage and Group work sessions percentage..... 20%</p> <p>In order to pass the course students will need an average mark of 5 out of 10.</p>	
7.2. Evaluation instruments	
<p>Final exam, individual exercises and group work.</p>	
7.3. Follow-up mechanisms <i>(the specific mechanisms proposed by the teachers for the follow-up of the subject will be listed here)</i>	
<p>Tutorial attendance Seminar attendance and participation</p>	

8. SUBJECT BIBLIOGRAPHY	
8.1. Recommended bibliography	
<p>Recommended bibliography</p> <ul style="list-style-type: none"> • BAMFORD, C.; GRANT, S. (2012): Economics, 2º ed. Cambridge University Press (English version). • HEATHER, K. (2004): Economics. Theory in action, Prentice Hall (English version) • KRUGMAN; WELLS; GRADDY (2011): Essentials of Economics, Worth Publisher (English version). • SAMUELSON, P.A.; NORDHAUS, W.D. (2010): Economics, 19 ed, McGraw-Hill (English version). 	
8.2. Web addresses	
<p>http://www.bde.es Banco de España</p> <p>http://www.ine.es Instituto Nacional de Estadística</p>	

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