

Subject

Economics and Business Management I

Year: 1

Credits: 16 ECTS

Language: Spanish

Competencies

Core competences:

CB1. Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education and is usually at a level that, while relying on advanced textbooks, also includes certain elements involving cutting-edge knowledge in their field of study

General competences:

CG3. Achievement oriented and perseverance

Specific competences:

CE7. Planning, designing and executing projects linked to the world of data, based on the data life-cycle

CE9. Be able to solve complex data related problems through teamwork and networking

Learning outcomes

RA3. Be able to focus on the execution and the achievement of results in a creative and innovative way, dedicating the necessary resources

RA15. Planning, designing and executing projects based on the data life-cycle RA18. Able to work in a team

Syllabus

Understanding the economic world

- What is economics?
- Demand
- Supply
- The consumer
- The market
- Types of market
- Aggregation: From microeconomics to macroeconomics
- Financial markets

Organisation and strategy

- Understanding the business model concept
- Understanding the areas of an organisation
- Basic concepts of business strategy
- The digitalisation of businesses

The company and its areas

- Finance
- Marketing
- Logistics
- Personnel management
- Internationalisation
- Strategy

Marketing and data

- Introduction to marketing: the new Marketing is increasingly data driven companies
- Introduction to digital marketing
- Social media and social media advertising
- Organic positioning (SEO) and paid positioning (SEM)
- E-commerce
- Website analytics

Ethics

- Overview of ethics in relation to Big Data and Artificial Intelligence.
- The SDG benchmark, the Sustainable Development Goals.
- Ethics in the context of business challenges.
- Cognitive bias in the collection, use and interpretation of data.
- Ontology, epistemology and ethics.
- Ownership, transparency, consent, privacy, economic value and openness of data.
- Basic ideas regarding critical thinking.

Law

- Data, information protection and personal data protection
- Lawful basis and data processing principles
- Obligations of the data controller and the data processor
- Rights of the data subjects in the processing of personal data
- Enterprise and legality of digital businesses
- Intellectual Property and information rights
- Cookies and data protection
- Blockchain data and smart contracts
- Interpretative and practical clarifications regarding the regulations applicable to data processing

Training activities

The training activities planned for this module are the following:

- Challenge-based learning (8 ECTS)
- Teamwork (3.5 ECTS)
- Workshops (1 ECTS)
- Online resources (1 ECTS)
- Reflection (2 ECTS)
- Individual work (0.5 ECTS)

Assessment system

Assessment will be by means of the continuous assessment system, providing constant feedback to both teachers and students on the learning process throughout the academic period:

- Learning activities involving the presentation of knowledge and individual study may be assessed by means of oral and/or written tests, which will account for a maximum of 60% of the final mark.
- The training activities aimed at acquiring the practical skills of the subjects will be assessed through the completion of various activities (assignments, case studies, challenges, etc.) accounting for at least 40% of the final mark.

Details of the assessment and marking will be made explicit in the annual academic planning

of the subjects, in accordance with the teachers responsible and the determining factors of each course.

Bibliography

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- O'Neil, C. (2018). Armas de destrucción matemática: Cómo el Big Data aumenta la desigualdad y amenaza la democracia. Madrid: Capitán Swing.
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