

**1. General information****Course:** PRINCIPLES OF ECONOMICS**Type:** BASIC**Degree:** 317 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION**Center:** 5 - FACULTY OF ECONOMICS AND BUSINESS**Year:** 1**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54300**ECTS credits:** 9**Academic year:** 2019-20**Group(s):** 12 13**Duration:** AN**Second language:** English**English Friendly:** Y**Bilingual:** N

Lecturer: SILVIA CHICANO RODAS - Group(s): 12 13				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Econ. y Empr., 3.22	ANÁLISIS ECONÓMICO Y FINANZAS		Silvia.Chicano@uclm.es	
Lecturer: NURIA GOMEZ SANZ - Group(s): 12				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Econ. y Empr., 3.23	ANÁLISIS ECONÓMICO Y FINANZAS	926053549	Nuria.Gomez@uclm.es	Se informará del mismo en Campus Virtual
Lecturer: JORGE ENRIQUE ZAFRILLA RODRIGUEZ - Group(s): 12				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Econ. y Empr., 3.01	ANÁLISIS ECONÓMICO Y FINANZAS	+34926053227	jorge.zafrilla@uclm.es	Se informará en Campus Virtual

2. Pre-Requisites

Pre-requisites have not been established for this subject.

3. Justification in the curriculum, relation to other subjects and to the profession

This subject belongs to the Economic Analysis module, formally within the subject "Microeconomics".

It lasts for two semesters in the first Business year. It introduces to the student to the fundamental topics and methods in economic analysis, and it also provides with several basic concepts and tools that will be used in other teaching areas, such as economic politics and Spanish economy. The topics introduced in this subject will be continued and deepened in the subjects of "Intermediate Microeconomics" (first semester in 2nd course) and "Intermediate Macroeconomics" (first semester in 3rd course).

The subject allows to understand how market economy operates. In the first part, "Introduction to Microeconomics" focuses in the role of prices as signals to orientate resources allocation, and models aimed to determine prices in the two referential market structures: competence and monopoly. The second part, "Introduction to Macroeconomics", analyses the main macroeconomic concepts such as production and employment, inflation, economy as a whole and the role of the financial system in modern economies. In addition, it will contribute to the general aim of "thinking as an economist", focusing on how individuals and societies take their decisions with reference to alternative uses for resources, using for that all the economic analysis tools. Finally, this subject will help the student to know and deal with a robust set of tools and concepts that are common heritage in economy as discipline and profession: equilibrium and interdependence, markets, demand and supply (aggregate and disaggregate), costs, elasticities, economic cycles, national accounting, macroaggregates, exchange rate, etc.

Both for the Business degree and for the professional career of the students it is essential to possess a robust body of knowledge that allows to understand the economic context of the professional activity at which our students finally work both in relationship to economic agents behaviour and to the behaviour of main macroeconomic variables, since both are necessary for the development of economic policies, as well as the understanding of the economic reality that the firm and the professional face. This prepares the student for the higher specialization nowadays required by the social, labour and academic spheres.

The concepts and instruments that are learnt in this subject could also be used to build the framework for the Final Degree Essay.

4. Degree competences achieved in this course	
Course competences	
Code	Description
E11	Know the workings and consequences of the different economic systems
E13	Ability to make logical representative models of the business reality
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

5. Objectives or Learning Outcomes	
Course learning outcomes	
Description	
Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.	
Get to know the main theories and schools in economic analysis in order to be able to explain the agents' behaviour at micro and macroeconomic levels, together with the imperfections that could come from different economic sectors as a result of the economic process.	
Listen, negotiate, convince and defend arguments both in oral and writing ways.	
Work out problems in creative and innovative ways.	
Work autonomously and with personal initiative.	
Additional outcomes	
1. To define issues studied by economics, what an economic theory is and to distinguish basic micro and macroeconomic topics.	
2. Relate technology and production techniques with costs.	
3. Enumerate the demand determinants and plot graphically the demand function as a relationship between quantity and price.	
4. To define and calculate different types of elasticity (price, income and cross) from demand function in order to classify types of goods.	
5. Calculate a good's market equilibrium as the point where demand and supply are equal, and curves movements.	
6. Calculate equilibrium in a perfect competition market as the price- marginal cost equality.	
7. Calculate equilibrium in a monopoly market as the marginal revenue- marginal cost equality.	
8. Describe the characteristics of an oligopoly market and distinguish it from perfect competition and monopoly markets.	
9. Represent identities and fluxes in the economic circuit scheme and the sequence of balances.	
10. Calculate macroeconomic equilibrium (on terms of production and employment) in a close and private economy, the income-expenditure model and the multiplier.	
11. Calculate macroeconomic equilibrium (on terms of production and employment, public and foreign balances) in an open economy with public sector.	
12. Explain the relationship between income growth and employment, differentiating among different types of unemployment.	
13. To define inflation and its effects on the economy according to its causes.	
14. To identify the factors behind general price levels, interest rates and exchange rates changes, together with the effect of those on economic activity.	
15. To use of ICT to obtain and spread of the subject information and contents.	
16. To achieve an adequate level in written and oral presentation of essays, with special attention to scientific forms and basic structure (transferable generic competence).	
17. To apply the team work basic principles and roles in a small group (3 to 5 persons) (transferable generic competence).	

6. Units / Contents	
Unit 1: General introduction	
Unit 2: Production and costs	
Unit 3: Demand and elasticity	
Unit 4: Competitive markets equilibrium	
Unit 5: Monopolists markets equilibrium	
Unit 6: Microeconomics complements	
Unit 7: Economic aggregates, accounting identities and macroeconomic equilibrium conditions	
Unit 8: Macroeconomic equilibrium income=expenditure in a close and private economy	
Unit 9: Macroeconomic equilibrium in an open economy with public sector	
Unit 10: Employment, wages and prices general level	
Unit 11: Money and interest rate	
Unit 12: Macroeconomics complements	

7. Activities, Units/Modules and Methodology								
Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	R	Description
Class Attendance (theory) [ON-SITE]	Lectures	E11 E13 G01 G05	2	50	N	-	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E11 E13 G01 G05	1	25	Y	N	N	
Writing of reports or projects [OFF-SITE]								

[SITE]	Combination of methods	E11 E13 G01 G03 G04	0.6	15	Y	N	Y
Study and Exam Preparation [OFF-SITE]	Self-study	E11 E13 G01	2.32	58	N	-	-
Individual tutoring sessions [ON-SITE]	Combination of methods	E11 E13 G01	0.08	2	Y	N	Y
Writing of reports or projects [OFF-SITE]	Group Work	E11 E13 G01 G03 G04 G05	1.5	37.5	Y	N	N
Study and Exam Preparation [OFF-SITE]	Self-study	E11 E13 G01	1.38	34.5	N	-	-
Final test [ON-SITE]	Assessment tests	E11 E13 G03	0.12	3	Y	Y	Y
Total:			9	225			
Total credits of in-class work: 3.2			Total class time hours: 80				
Total credits of out of class work: 5.8			Total hours of out of class work: 145				

As: Assessable training activity

Com: Training activity of compulsory overcoming

R: Rescheduling training activity

8. Evaluation criteria and Grading System			
Evaluation System	Grading System		Description
	Face-to-Face	Self-Study Student	
Final test	70.00%	0.00%	
Portfolio assessment	20.00%	0.00%	
Assessment of active participation	10.00%	0.00%	
Total:	100.00%	0.00%	

Evaluation criteria for the final exam:

Continuous evaluation considers:

a) Submissions quality and quantity: a minimum of submissions is required with its requisites.

b) Active assistance at theoretical sessions, applied sessions, seminars, tutorials, ¿ Active participation through exercises resolution, questions, debates and tutorials.

c) Team work. Evaluation criteria include contents, sources of information written formal structure, scientific writing, oral presentation and use of ICT.

d) Final objective exam. It is necessary to achieve a minimum of 4 (over 10). The final exam includes short questions, essay questions, numerical exercises and practical applications.

Final calcification between 0 and 10, according to RD 1125/2003.

Specifications for the resit/retake exam:

Those students that did not passed the final exam could retake those activities considered recoverable (portfolio, final exam, recensions,...) with the similar criteria and minimum.

Specifications for the second resit / retake exam:

Similar to the previous

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	50
Class Attendance (practical) [PRESENCIAL][Combination of methods]	25
Writing of reports or projects [AUTÓNOMA][Combination of methods]	15
Study and Exam Preparation [AUTÓNOMA][Self-study]	58
Individual tutoring sessions [PRESENCIAL][Combination of methods]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	37.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	34.5
Final test [PRESENCIAL][Assessment tests]	3
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Combination of methods]	25
Writing of reports or projects [AUTÓNOMA][Combination of methods]	15
Study and Exam Preparation [AUTÓNOMA][Self-study]	58
Individual tutoring sessions [PRESENCIAL][Combination of methods]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	37.5
Class Attendance (theory) [PRESENCIAL][Lectures]	50
Study and Exam Preparation [AUTÓNOMA][Self-study]	34.5
Final test [PRESENCIAL][Assessment tests]	3
Total horas: 225	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Bajo Rubio, Óscar	Teoría y política macroeconómica	Antoni Bosch		978-84-95348-63-0	2011	
Blanchard, Olivier	Macroeconomía	Prentice-Hall		978-84-8322-289-8	2009	
Cuervo-Arango, Carlos	Introducción a la economía	Mc Graw Hill		84-7615-127-9	1990	

Dejuán Asenjo, Óscar	Economía : fundamentos y claves de interpretación	Pirámide	978-84-368-2728-6	2012
Frank, Robert H.	Microeconomía y conducta / Robert H. Frank ; traducción, Est	McGraw-Hill, Interamericana de España	84-481-9848-4	2005
García-Pardo, J; Mazón, C. y Sebastián, M.	Ejercicios de introducción a la microeconomía	McGraw-Hill, Interamericana de España	84-481-3994-1	2003
Krugman, P.R; Wells y Grady	Fundamentos de economía	Reverté	978-84-291-2628-0	2013
Mankiw, Gregory	Principios de economía	Paraninfo	978-84-9732-897-5	2012
Mochón Morcillo, Francisco	Principios de economía	Mcgraw-Hill/Interamericana de España	978-84-481-7206-0	2010
Pyndick, R. y Rubinfeld, D.L.	Microeconomía	Prentice Hall		2009
Samuelson, Paul Anthony	Macroeconomía	McGraw-Hill	84-481-5153-4	2006
Sebastián, M. y García-Pardo, J.	Ejercicios de introducción a la macroeconomía	McGraw Hill, Interamericana de España	84-481-4155-5	2004
Sloman, J.	Introducción a la macroeconomía	Prentice Hall	84-89660-09-3	2001
Sosvilla-Rivero, Simón	Introducción a la Economía	Garceta	978-84-9281-230-1	2010