

## DATOS BÁSICOS DE LA GUÍA DOCENTE:

<b>Materia:</b>	INTRODUCCIÓN A LA ECONOMÍA: POLÍTICAS ECONÓMICAS		
<b>Identificador:</b>	32248		
<b>Titulación:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
<b>Módulo:</b>	ECONOMÍA Y MARCO JURÍDICO		
<b>Tipo:</b>	MATERIA BASICA		
<b>Curso:</b>	1	<b>Periodo lectivo:</b>	Primer Cuatrimestre
<b>Créditos:</b>	6	<b>Horas totales:</b>	150
<b>Actividades Presenciales:</b>	64	<b>Trabajo Autónomo:</b>	86
<b>Idioma Principal:</b>	Inglés	<b>Idioma Secundario:</b>	Castellano
<b>Profesor:</b>	OZCELIK , NADIN (T)	<b>Correo electrónico:</b>	nozcelik@usj.es

## PRESENTACIÓN:

The course “Introduction to Economics: Economic Policies” serves as the first contact with Economic Theory and Policies. It aims to introduce students to the conceptual framework of economic analysis, presenting fundamental instruments and basic concepts of economics. This subject, which focuses on both microeconomics and macroeconomics, continues in “Economic Analysis: Microeconomics” and “Economic Analysis: Macroeconomics” courses within the upcoming semester of the degree program. The aim of this course is to promote students’ analytical and critical skills, also stimulate their interest in the world of economics.

This course is structured in three main blocks. In the first block, a series of basic concepts related to economics are introduced. In the second block, the lecturer delves into microeconomic concepts, starting with the analysis of supply and demand curves. Finally, macroeconomics is studied in order to understand the functioning of the economy as a whole.

## COMPETENCIAS PROFESIONALES A DESARROLLAR EN LA MATERIA:

<b>Competencias Generales de la titulación</b>	G01	Capacidad de análisis y síntesis de las informaciones obtenidas de diversas fuentes
	G02	Resolución creativa y eficaz de los problemas que surgen en la práctica diaria, con el objetivo de garantizar los niveles máximos de calidad de la labor profesional realizada
	G04	Uso de las tecnologías de la información y la comunicación
	G08	Capacidad de comunicación oral y escrita en castellano.
	G10	Capacidad de aplicar los conocimientos adquiridos, adaptándolos a las exigencias y particularidades de cada situación y persona
	G15	Capacidad de establecer y cumplir los criterios de calidad más apropiados y emplear metodologías y estrategias de trabajo orientadas a la mejora continua.
	G16	Capacidad de asimilar conceptos de naturaleza social y humanística dentro de una formación universitaria integral que permitan el desarrollo de valores éticos tales como solidaridad, interculturalidad, igualdad, compromiso, respeto, diversidad, integridad, etc.
<b>Competencias Específicas de la titulación</b>	E01	Conocer los aspectos específicos relativos al funcionamiento, gestión y control de las diferentes áreas funcionales de la empresa.
	E02	Conocer y comprender el contexto socioeconómico local, nacional e internacional en el que se desenvuelven las empresas y ser capaz de interpretar su impacto en las mismas
	E03	Capacidad de aplicación de los conocimientos adquiridos sobre las áreas funcionales de la empresa y el entorno socioeconómico
	E04	Capacidad de identificar las variables relacionadas y entender su impacto sobre las organizaciones empresariales
<b>Resultados de Aprendizaje</b>	R01	Evaluar las acciones de los agentes que realizan políticas económicas
	R02	Analizar los principales objetivos e instrumentos de política económica
	R03	Conocer las doctrinas económicas más importantes
	R04	Comprender los fundamentos básicos de la economía (en sus ramas microeconómica y macroeconómica) y de la intervención pública en la economía

### REQUISITOS PREVIOS:

There are no prerequisites to take this course.

### PROGRAMACIÓN DE LA MATERIA:

Observaciones:

In this course, we study how society allocates limited resources to the production of goods and services to satisfy unlimited human needs.

In the Introduction to Economics, we learn about supply and demand, perfect and imperfect competition, taxes, international trade, price controls, monetary policy, exchange rates, interest rates, unemployment and inflation, among many other topics to understand individual markets, the aggregate economy and government policies.

Economics also analyzes many relationships between variables: prices and quantities, income and elasticity, production and inflation, productivity and aggregate growth, education and wages, trade and exchange rates, etc.

### Contenidos de la materia:

<b>1 - Introduction</b>
1.1 - Concept of Economy
1.2 - Microeconomics and Macroeconomics
1.3 - Economic agents
1.4 - Production frontier and opportunity cost
<b>1 - Demand and Supply Functions</b>
1.1 - Demand function
1.2 - Supply function
1.3 - Shifts in supply and demand curves
1.4 - Market equilibrium
1.5 - Controls on prices: Price ceilings and price floors
<b>2 - ELASTICITY AND ITS APPLICATIONS</b>
2.1 - Elasticity concept
2.2 - The elasticity of demand
2.3 - Income elasticity and cross-price elasticity of demand
2.4 - The elasticity of supply
<b>3 - Firm Behaviour and Industry: Production and costs</b>
3.1 - The production function
3.2 - The cost function
3.3 - Short- and long-term production and costs
<b>4 - Introduction to Macroeconomics</b>
4.1 - What do we understand by Macroeconomics: Concept and Objectives
4.2 - Macroeconomic policy instruments
<b>5 - Macromagnitudes</b>
5.1 - Introduction
5.2 - Measuring Production: Macroeconomic Magnitudes

5.3 - Closed economy. Closed economy with public sector. Open economy.
<b>6 - Macromagnitudes</b>
<b>7 - THE KEYNESIAN MODEL AND FISCAL POLICY</b>
7.1 - Consumption and savings functions
7.2 - The Keynesian multiplier model
7.3 - The fiscal policy
<b>8 - The money market and monetary policy</b>
8.1 - Money: origin, types and functions
8.2 - Money supply and money demand
8.3 - Banks and money creation
8.4 - From the Bank of Spain to the European Central Bank
8.5 - The monetary base, the money supply and the money multiplier
8.6 - The monetary policy

La planificación de la asignatura podrá verse modificada por motivos imprevistos (rendimiento del grupo, disponibilidad de recursos, modificaciones en el calendario académico, etc.) y por tanto no deberá considerarse como definitiva y cerrada.

### Previsión de actividades de aprendizaje:

Semana	Unidad/Bloque/Tema	Sesiones presenciales	Horas	Actividades de trabajo autónomo	Horas
1	09/09/2024 1.Introduction	WELCOME WEEK. Presentation of the subject and the teaching guide.	4	Individual study. Familiarize yourself with the PDU and make introduction to the subject.	2
2	16/09/2024 1.Demand and Supply Functions	Theoretical class. Debate or practical case.	4	Individual preparation. Individual and group assignment preparation.	4
3	23/09/2024 1.Demand and Supply Functions	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment preparation.	4
4	30/09/2024 1.Demand and Supply Functions	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment preparation.	4
5	07/10/2024 2.ELASTICITY AND ITS APPLICATIONS	Theoretical class. Debate or practical case.	2	Individual study. Individual and group assignment.	4
6	14/10/2024 2.ELASTICITY AND ITS APPLICATIONS	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
7	21/10/2024 3.Firm Behaviour and Industry: Production and costs	Theoretical class. Debate or practical case.	4	Individual study. Preparing for the Microeconomic written test.	6
8	28/10/2024 3.Firm Behaviour and Industry: Production and costs	Theoretical class. Debate or practical case.	4	Individual study. Microeconomics written test preparation.	5
9	04/11/2024 4.Introduction to Macroeconomics	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	6
10	11/11/2024 5.Macromagnitudes	Theoretical class. Debate or practical case. Written test.	4	Individual study. Individual and group assignment.	4
11	18/11/2024 7.THE KEYNESIAN MODEL AND FISCAL POLICY	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
12	25/11/2024 7.THE KEYNESIAN MODEL AND FISCAL POLICY	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
13	02/12/2024 7.THE KEYNESIAN MODEL AND FISCAL POLICY	Theoretical class. Debate or practical case.	2	Individual study. Individual and group assignment.	4
14	09/12/2024 8.The money market and monetary policy	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
15	16/12/2024 8.The money market and monetary policy	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
16	23/12/2024 7.THE KEYNESIAN MODEL AND FISCAL POLICY 8.The money market and monetary policy	Christmas Break	2	Individual study. Individual and group assignment.	4

17	30/12/2024	5.Macromagnitudes 7.THE KEYNESIAN MODEL AND FISCAL POLICY 8.The money market and monetary policy	Christmas break.	0	Individual study. Individual and group assignment.	4
18	06/01/2025	8.The money market and monetary policy	A general review of the course materials. Presenting the group assignments - illustration of economic principles.	2	Individual study. Individual and group assignment.	5
19	13/01/2025	1.Introduction 1.Demand and Supply Functions 2.ELASTICITY AND ITS APPLICATIONS 3.Firm Behaviour and Industry: Production and costs 4.Introduction to Macroeconomics 5.Macromagnitudes 7.THE KEYNESIAN MODEL AND FISCAL POLICY 8.The money market and monetary policy	The evaluation week. The final exam dates will be communicated with the students.	3	Preparing for the final exam.	8
20	20/01/2025	1.Introduction 1.Demand and Supply Functions 2.ELASTICITY AND ITS APPLICATIONS 3.Firm Behaviour and Industry: Production and costs 4.Introduction to Macroeconomics 5.Macromagnitudes 7.THE KEYNESIAN MODEL AND FISCAL POLICY 8.The money market and monetary policy	The evaluation week. The final exam dates will be communicated with the students.	1	Final exam preparation.	2
<b>HORAS TOTALES PRESENCIALES:</b>				64	<b>HORAS TOTALES T. AUTÓNOMO:</b> 86	

### Observaciones para alumnos exentos a la asistencia obligatoria por circunstancias justificadas:

Those students who are unable to attend 80 % of classes during the semester due to *justified reasons (previously communicated to the Degree Programme Coordinator)* will have to get in contact with the lecturer by September 26. Those students are required to keep up with the subject by completing the readings, casework, and written tests specified in the PDU. Failure to achieve a minimum score of 5 out of 10 on all tests will necessitate retaking the failed parts during the first or second call.

Each particular case will be analysed to design a learning strategy and related individualized activities that ensure the achievement of the identified course objectives. In these cases, the student will need to attend the tutorials previously determined with the lecturer. If the student does not contact with the lecturer on the abovementioned date (September 26), they may lose their right to be evaluated in the first call since exceed the allowed absences (20%).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as attending students. Students will only be allowed to be exempt from class attendance when *absence has been justified and agreed*.

### METODOLOGÍAS Y ACTIVIDADES DE ENSEÑANZA Y APRENDIZAJE:

#### Metodologías de enseñanza-aprendizaje a desarrollar:

The main methodologies that will be developed in this course will be:

- **Practical theoretical classes** in which the transmission of the main theoretical concepts will take place. The master class will be accompanied by exercises by the students to establish the contents of the subject. In addition, student participation will always be encouraged through open questions and invitations to debate the main economic events, as well as critical thinking.
- **Group work and individual work.** In this way, it is intended that students develop the knowledge acquired and know how to apply it to the resolution of practical cases, exercises, comments on economic press articles, debates... The intention is to help students develop their social skills, as well as the pooling of solutions to solve problems.
- **Intermediate exam.** The subject consists of two different parts: introduction to microeconomics and macroeconomics. Once the first one is finished, the students must examine the content of the subject up to that point. The objective is to encourage

continuous work.

- **Final exam.** This final test, which accounts for 45% of the grade for the subject, must be taken by all students to pass the subject. Said test will consist of theoretical and practical exercises related to the material seen in class throughout the semester. It will be necessary to obtain at least 5 points (out of 10) to pass the subject, regardless of the points obtained in the rest of the intermediate tests.
- **Presentation of the works.** Students must present, if so required by the teacher, the contents of the group work. In addition, they must answer the questions raised by their classmates and the teacher, demonstrating a mastery of the subject.
- **Tutorials.** Students will have the teacher at their disposal to raise and resolve any questions that may have arisen during the course of the classes or during individual study hours.

### Integración de lengua inglesa en la materia:

Internationalization is one of the main objectives of CESUGA. The teaching staff will be gradually introducing materials, texts, audiovisual media and other content through English in the subjects they teach. This course of action is included in the principles of the European Area of Higher Education (EAHE). The aim is for students to naturally and effectively use English in authentic situations while studying subjects included in their degree programs. Exposure to the English language forms an intrinsic part of each degree programme's plan of studies.

All activities in this subject will be carried out in English. These activities can be seen in the provisional activity plan and are marked: basically oral presentations, writing abstracts, use of sources in English, etc.

### Volumen de trabajo del alumno:

Modalidad organizativa	Métodos de enseñanza	Horas estimadas
Actividades Presenciales	Clase magistral	35
	Casos prácticos	5
	Resolución de prácticas, problemas, ejercicios etc.	11
	Debates	5
	Exposiciones de trabajos de los alumnos	5
	Actividades de evaluación	3
Trabajo Autónomo	Asistencia a tutorías	3
	Estudio individual	20
	Preparación de trabajos individuales	17
	Preparación de trabajos en equipo	20
	Realización de proyectos	4
	Tareas de investigación y búsqueda de información	10
	Lecturas obligatorias	2
	Lectura libre	6
	Asistencia a actividades externas (visitas, conferencias, etc.)	4
<b>Horas totales:</b>		150

### SISTEMA DE EVALUACIÓN:

#### Obtención de la nota final:

Prueba final:	50	%
Otros (pruebas escritas, trabajos individuales y trabajos en equipo):	50	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>

#### Observaciones específicas sobre el sistema de evaluación:

In the practical cases to be solved by the students, both individually and in groups, not only will the correct resolution be evaluated, but also, if a presentation is required, the ability to answer questions from classmates and the teacher, mastery of language, body expression, and mastery of the subject. This way, different members of the group may receive different grades.

**The written test** will in no case mean the elimination of material for the final exam of the subject and will have a weight of 10% of the final grade, regardless of the grade obtained. This intermediate test will be made up of theoretical and practical exercises related to the matter seen until its completion date and attendance are compulsory.

**The final exam** will be graded out of ten points, and students must obtain at *least 5 points* to pass the course, regardless of the marks obtained in other course assessments (individual and group work and the intermediate exam). If a student does not achieve a *score of 5 out of 10* on the final exam, the coursework (points for individual activities and practical cases) will not be considered. The final exam will consist of theoretical and practical exercises related to the material covered during the semester.

Assignments submitted to the teacher must meet the requirements provided to the students in advance. *Late submissions will not be accepted.*

**Second call:** The evaluation system in the second call will be identical to that of the first call, with the same percentages. It is mandatory to pass the final exam of this call. The marks of the "Individual work", "Teamwork" and "Written tests" will be kept if they are approved, maintaining the same percentages on the final grade. If you have passed the final exam but have not obtained the pass when adding it to the marks obtained in the practical parts, due to failing your work or any of them, you must redo the one or those indicated by the teacher and present them in the second call. The percentages to be applied to these works will be the same as those indicated in the first call. To do this, the student must attend the review of the exam of the first call to find out exactly what he must present in the second call. It is the student's responsibility to contact the teacher for this purpose.

**Spelling:** Within the evaluation criteria, the University considers spelling to be a priority issue. Under the protection of the changes in the idiomatic norm in the Spanish language included in the Ortografía de la lengua española (2010), published by the Royal Spanish Academy, CESUGA has established correction criteria linked to this work that will be applied in all the tests of The matter. The document that includes the set of criteria and their sanction is published in the University Teaching Platform (PDU) of the subject.

**Plagiarism:** Likewise, and in accordance with the University's Good Practices manual, plagiarism in any of the work carried out will be considered a very serious offence, since it violates the deontological code of any profession.

**Electronic devices** (e.g. smartphones, tablets, etc.) which can distract students or disrupt learning are not allowed in the classroom unless the lecturer specifically allows the use of certain devices (e.g. laptops).

**Absences:** Failure to attend class more than 20 % of the stipulated hours without authorization may lead to the loss of the evaluation on first call.

### **Regulation on Plagiarism and Unlawful Practices**

Actions that constitute copying or plagiarism, whether in whole or in part, of an assessment instrument will result in the student receiving a fail (zero) for that assessment. In the case of group assessment instruments, the same grading will apply, with an attempt to individualise the responsibility of each member where possible. If individualisation of responsibilities is not possible or the responsibility is clearly collective, all members will receive the same fail grade (zero).

In the case of external placements, the resulting grade (fail, zero) entails the obligation to repeat the placement.

The final assessment of the impact of the grade (fail, zero) on an assessment instrument in relation to the final grade for the subject is at the discretion of the subject teacher.

For more information on what constitutes plagiarism and how to avoid it, you can consult: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio>

### Regulation on the Use of AI Systems

The use of any Artificial Intelligence in the learning activities such as carrying out the assignments, projects, tasks, essays, or research, including the exam, requires an authorisation and supervision from the lecturer(s). This authorisation will be indicated in the particular learning activity's instructions and must be strictly adhered to within the established scope and limits.

If the use of AI is allowed for the learning activity e.g. assignment, it will primarily be limited to the early stages of research, where it can serve as inspiration or suggest directions, but not to produce content that is directly included in submissions. If the reproduction of AI-generated texts is authorised, the student must clearly disclose this in the submitted document. This disclosure should explicitly indicate which AI methods and tools are embraced. In any case, the student must provide a detailed explanation of how AI was employed in the research process of the learning activity or assignment, including the prompts used, the checks performed to ensure the authenticity of the information proposed by the AI, and any modifications made to the AI-generated content.

The use of AI in learning activities and/ or academic work must respect the ethical principles of academic integrity and intellectual honesty. If a student misuses AI including the violation of the established regulations, the result will be a fail grade (zero) for the corresponding learning activity.

The final assessment of the impact of the fail grade (zero) on an assessment instrument in relation to the final grade for the subject is at the discretion of the subject teacher.

### Métodos de evaluación:

Instrumento de evaluación	Resultados de Aprendizaje evaluados	Criterios de evaluación	%
Prueba final	R01 R02 R03 R04	Resolución correcta del examen, vocabulario correcto, presentación adecuada, dominio de la materia, ortografía	50
Otros	R01 R02 R03 R04	Trabajos individuales Resolución correcta del caso, calidad de la presentación, estructura, lenguaje corporal, capacidad para responder las preguntas, vocabulario adecuado y conocimiento de la materia. Trabajos en equipo Resolución correcta del caso, calidad de la presentación, estructura, lenguaje corporal, capacidad para responder las preguntas, vocabulario adecuado y conocimiento de la materia. Pruebas escritas Resolución correcta del examen, vocabulario correcto, presentación adecuada, dominio de la materia, ortografía.	50
<b>Peso total:</b>			100

### Observaciones para alumnos exentos a la asistencia obligatoria por circunstancias justificadas:

Those students who are unable to attend 80 % of classes during the semester due to *justified reasons (previously communicated to the Degree Programme Coordinator)* will have to get in contact with the lecturer by September 26. Those students are required to keep up with the subject by completing the readings, casework, and written tests specified in the PDU. Failure to achieve a minimum score of 5 out of 10 on all tests will necessitate retaking the failed parts during the first or second call.

Each particular case will be analysed to design a learning strategy and related individualized activities that ensure the achievement of the identified course objectives. In these cases, the student will need to attend the tutorials previously determined with the lecturer. If the student does not contact with the lecturer on the abovementioned date (September 26), they may lose their right to be evaluated in the first call since exceed the allowed absences (20%).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as attending students. Students will only be allowed to be exempt from class attendance when *absence has been*

*justified and agreed.*

## **BIBLIOGRAFÍA Y DOCUMENTACIÓN:**

### **Bibliografía básica:**

MANKIW, N.G. (2012) Principios de economía. Ediciones Paraninfo.

MOCHÓN, F. (2010) Principios de Economía. Mc Graw Hill

### **Bibliografía recomendada:**

AGUADO, J.C.; LACALLE, M.; CEPEDA, I. (2005): Lecciones básicas de Economía. Thomson.

GOODWIN, M. (2012). Economix: How and Why Our Economy Works (and Doesn't Work), in Words and Pictures.

KRUGMAN, P.; WELLS, R.; OLNEY, M. (2008) Fundamentos de Economía. Barcelona: Editorial Reverté

MOCHÓN, F. (2009) Economía, Teoría y Política. McGraw Hill

### **Páginas web recomendadas:**

European Central Bank	<a href="https://www.ecb.europa.eu/ecb/html/index.es.html">https://www.ecb.europa.eu/ecb/html/index.es.html</a>
Eurostat	<a href="http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/">http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/</a>
Instituto Nacional de Estadística	<a href="http://www.ine.es">www.ine.es</a>
International Monetary Fund	<a href="http://www.imf.org/external/index.htm">http://www.imf.org/external/index.htm</a>
Ministerio de Economía y Competitividad	<a href="http://www.mineco.gob.es/portal/site/mineco/">http://www.mineco.gob.es/portal/site/mineco/</a>
Organization for Economic Cooperation and Development (OECD)	<a href="https://www.oecd.org/en/data.html">https://www.oecd.org/en/data.html</a>
World Bank	<a href="http://www.worldbank.org/">http://www.worldbank.org/</a>

### **OBSERVACIONES:**