

BASIC DETAILS:

Subject:	INTRODUCCIÓN A LA ECONOMÍA: POLÍTICAS ECONÓMICAS		
Id.:	32248		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Module:	ECONOMÍA Y MARCO JURÍDICO		
Subject type:	MATERIA BASICA		
Year:	1	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	63	Individual study:	87
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	OZCELIK, NADIN (T)	Email:	nozcelik@usj.es

PRESENTATION:

“Introduction to Economics: Economic Policies” is an introductory course to economic modeling, analysis and policies. After an introduction to the economic concepts and theories, students familiarize with the microeconomics and macroeconomics. The course 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.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G04	Use of information and communication technologies.
	G08	Oral and written communication in Spanish.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
Specific programme competences	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
Learning outcomes	R01	Evaluate the actions of the agents involved in economic policy
	R02	Analyse the main objectives and instruments of economic policy
	R03	Know about the most important economic doctrines
	R04	Understand the basics of the economy (in its microeconomic and macroeconomic branches) and public intervention in the economy

PRE-REQUISITES:

There are no prerequisites to take this course.

SUBJECT PROGRAMME:

Observations:

This course is structured in three main blocks. In the first block, basic economic concepts and models are introduced. In the second block, the lecturer focuses on microeconomic models, starting with the analysis of supply and demand curves. Finally, a brief introduction to macroeconomic model is presented to provide information on the functioning of the economy as a whole.

Subject contents:

1 - Introduction to Economics
1.1 - Ten principles of economics
1.2 - Microeconomics and Macroeconomics
1.3 - Economic agents
1.4 - Production frontier and opportunity cost
2 - Demand and Supply Functions
2.1 - Demand function
2.2 - Supply function
2.3 - Shifts in supply and demand curves
2.4 - Market equilibrium
2.5 - Controls on prices: Price ceilings and price floors
3 - Elasticity and its applications
3.1 - Elasticity concept
3.2 - The elasticity of demand
3.3 - Income elasticity and cross-price elasticity of demand
3.4 - The elasticity of supply
4 - Firm Behaviour and Industry: Production and costs
4.1 - The production function
4.2 - The cost function
4.3 - Short- and long-term production and costs
5 - Introduction to Macroeconomics
5.1 - What do we understand by Macroeconomics: Concept and Objectives
5.2 - Macroeconomic policy instruments
6 - Macromagnitudes
6.1 - Introduction
6.2 - Measuring Production: Macroeconomic Magnitudes
6.3 - Closed economy. Closed economy with public sector. Open economy.
7 - The Keynesian model and fiscal policy
7.1 - Consumption and savings functions
7.2 - The Keynesian multiplier model
7.3 - The fiscal policy
8 - The money market and monetary policy
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

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

Learning activities:

Week		Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	08/09/2025		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	15/09/2025	1.Introduction to Economics 1.1.Ten principles of economics and 1.2.Microeconomics and Macroeconomics	Theoretical class. Debate or practical case.	4	Individual preparation. Individual and group assignment preparation.	4
3	22/09/2025	1.Introduction to Economics 1.3.Economic agents 1.4.Production frontier and opportunity cost	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment preparation.	4
4	29/09/2025	2.Demand and Supply Functions 2.1.Demand function 2.2.Supply function 2.3.Shifts in supply and demand curves	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment preparation.	4
5	06/10/2025	2.Demand and Supply Functions 2.4.Market equilibrium 2.5.Controls on prices: Price ceilings and price floors	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	6
6	13/10/2025	1.Introduction to Economics 2.Demand and Supply Functions	Review of the first part. Quiz	4	Individual study. Individual and group assignment.	4
7	20/10/2025	3.Elasticity and its applications 3.1.Elasticity concept 3.2.The elasticity of demand	Theoretical class. Debate or practical case.	4	Individual study. Preparing for the Microeconomic written test.	6
8	27/10/2025	3.Elasticity and its applications 3.3.Income elasticity and cross-price elasticity of demand 3.4.The elasticity of supply	Theoretical class. Debate or practical case.	4	Individual study. Microeconomics written test preparation.	4
9	03/11/2025	4.Firm Behaviour and Industry: Production and costs 4.1.The production function 4.2.The cost function 4.3.Short- and long-term production and costs	Theoretical class.	4	Individual study. Individual and group assignment.	6
10	10/11/2025	3.Elasticity and its applications 4.Firm Behaviour and Industry: Production and costs	Theoretical class. Written Exam I	4	Individual study. Individual and group assignment.	4
11	17/11/2025	5.Introduction to Macroeconomics 5.1.What do we understand by Macroeconomics: Concept and Objectives 5.2.Macroeconomic policy instruments 6.Macromagnitudes 6.1. Introduction	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
12	24/11/2025	6.2.Measuring Production: Macroeconomic Magnitudes 6.3.Closed economy. Closed economy with public sector. Open economy. 7.The Keynesian model and fiscal policy 7.1.Consumption and savings functions	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
13	01/12/2025	7.1.Consumption and savings functions 7.2.The Keynesian multiplier model 7.3.The fiscal policy	Theoretical class. Debate or practical case.	4	Individual study. Individual and group assignment.	4
14	08/12/2025	8.The money market and monetary policy 8.1.Money: origin, types and functions 8.2.Money supply and money demand 8.3.Banks and money creation	Theoretical class. Debate or practical case.	2	Individual study. Individual and group assignment.	4
15	15/12/2025	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	Theoretical class. Final group presentations.	4	Individual study. Individual and group assignment.	4
16	22/12/2025		Christmas Break	0	Individual study. Individual and group assignment.	6
17	29/12/2025		Christmas break.	0	Individual study. Individual and group assignment.	6

18	05/01/2026	1.Introduction to Economics 2.Demand and Supply Functions 3.Elasticity and its applications 4.Firm Behaviour and Industry: Production and costs 5.Introduction to Macroeconomics 6.Macromagnitudes 7.The Keynesian model and fiscal policy 8.The money market and monetary policy	Presentation of group assignments on case analysis.	2	Individual study. Individual and group assignment.	6
19	12/01/2026		The evaluation week. The final exam dates will be communicated with the students.	2	Preparing for the final exam.	4
20	19/01/2026		The evaluation week. The final exam dates will be communicated with the students.	1	Final exam preparation.	1
TOTAL CLASSROOM HOURS:				63	TOTAL INDIVIDUAL STUDY HOURS:	87

Observations for students exempt from compulsory attendance due to special circumstances:

Those students who are unable to attend 80 % of classes during the semester due to *justified reasons*, for example, *working while studying*, will have to get in touch with the lecturer and degree program coordinator by September 26. Those students are also responsible to hand in the individual and group assignments, and written tests specified in the PDU. If they fail to get an overall score of 5.0 out of 10, then they need to take resit exam.

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 by September 26, they may lose their right to be evaluated in the first call since they 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*.

Los estudiantes que, por causas justificadas (por ejemplo, compatibilizar estudios y trabajo), no puedan asistir al 80 % de las clases durante el cuatrimestre, deberán ponerse en contacto con la profesora de la asignatura y el coordinador del grado antes del **26 de septiembre**. Estos estudiantes también serán responsables de entregar las tareas individuales y en grupo, así como de realizar las pruebas escritas especificadas en el PDU. En caso de no alcanzar una calificación global mínima de 5,0 sobre 10, deberán presentarse al examen de recuperación (convocatoria extraordinaria).

Cada caso particular será analizado con el fin de diseñar una estrategia de aprendizaje individualizada, con actividades adaptadas que garanticen la consecución de los objetivos de aprendizaje de la asignatura. En estos casos, el estudiante deberá asistir a las tutorías previamente acordadas con el profesor. Si el estudiante no contacta con el profesor antes del 26 de septiembre, podría perder el derecho a ser evaluado en la primera convocatoria, al superar el límite permitido de ausencias (20 %).

Los estudiantes que hayan sido liberado de la asistencia obligatoria serán evaluados con los mismos criterios que el resto de los estudiantes asistentes. Esta exención solo será válida cuando la ausencia esté debidamente justificada y haya sido acordada con el profesor y la coordinación académica.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

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

- **Theoretical classes:** The basic economic theories and models are introduced. After the master class, students will solve practical questions related to each subject.
- **Individual assignment:** The individual assignments aim to reinforce the theoretical knowledge learned in the classroom by analysing practical, real-life cases.
- **Written exam and mini quiz.** There will be one intermediate exam to test the theoretical knowledge on economic concepts

and microeconomic models. The mini quiz focuses on just two subjects to examine whether students have basic understanding or not.

- **Final exam.** This final test, which accounts for 50% 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 final group assignments.** 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 may ask tutorial sessions with the course instructor to solve certain doubts and questions on certain topics. Tutorials are not private classes, they are just supportive sessions to clarify very specific issues related to the certain subject.

Integration of English language in the subject:

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.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	30
	Practical exercises	4
	Practical work, exercises, problem-solving etc.	4
	Debates	14
	Coursework presentations	6
	Films, videos, documentaries etc.	2
	Participation in seminars, conferences etc.	1
	Assessment activities	2
Individual study	Tutorials	4
	Individual study	22
	Individual coursework preparation	28
	Group coursework preparation	14
	Project work	5
	Research work	6
	Compulsory reading	6
	Recommended reading	2
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Final exam:	50	%
Others (Tests, Quiz, Assignment):	50	%
TOTAL	100	%

Specific assessment criteria

+ **Written exam I (20%):** This exam aims to test the understanding of basic economic concepts, key microeconomic theories and models.

+ **Quiz (15%):** This quiz evaluates if the students have understood basic economic theories and concepts.

+ **Group and Individual Assignment (15%)**: The students will analyze a real-life policies and actions using the economic theories and models learned throughout the course. In group assignment they will present their results by the end of the semester.

+ **Final Exam (50%)**: Examines the understanding of basic economic concepts, key microeconomic theories and models.

To pass this course, students must obtain **at least 5.0** from the final exam, as well as they must obtain **at least 5.0** across all evaluation components (written exams, one mini quiz, group assignments and individual assignment).

The material given by the lecturer will be an indication of what needs to be studied. The student will have to search for and work on various sources of information.

If the students fail to obtain **5.0** then they need to attend resit exams in July.

The resit exams or second call (convocatoria extraordinaria) will consist of a **single comprehensive exam** covering all topics included in the syllabus. This exam will account for **100% of the final grade**.

Spelling: Within the evaluation criteria, the University considers spelling a priority issue. Under the protection of the changes in the language standard in the Spanish language included in the Spelling of the Spanish Language (2010), published by the Real Academia Española, CESUGA has established some correction criteria related to this work that will be applied in all tests of the matter. The document that includes the set of criteria and its sanction is published in the University Teaching Platform (PDU) of the subject. The same applies if English is the main language. Refer to unacceptable grammar errors.

Plagiarism: Likewise, and in accordance with the University's Good Practices manual, the commission of plagiarism in any of the work carried out will be considered a very serious offense, since it violates the deontological code of any profession. All assignments/ tasks must be handed in through the PDU and will be checked through Turnitin to avoid plagiarism.

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](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.

Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Others (Written exam, quiz, individual and group assignment)	R01 R02 R03 R04	Performing economic analysis on real-life economic policies and strategies. Correctly solving the exam , adequate use of language, clear and proper presentation, strong command of the subject, and correct spelling.	50
Final Exam	R01 R02 R03 R04	Correctly solving the exam, adequate use of language, strong command of the subject, and correct spelling.	50
Total weighting:			100

Observations for students exempt from compulsory attendance due to special circumstances:

Those students who are unable to attend 80 % of classes during the semester due to *justified reasons*, for example, *working while studying*, will have to get in touch with the lecturer and degree program coordinator by September 26. Those students are also responsible to hand in the individual and group assignments, and written tests specified in the PDU. If they fail to get an overall score of 5.0 out of 10, then they need to take resit exam.

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 by September 26, they may lose their right to be evaluated in the first call since they 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*.

Los estudiantes que, por causas justificadas (por ejemplo, compatibilizar estudios y trabajo), no puedan asistir al 80 % de las clases durante el cuatrimestre, deberán ponerse en contacto con la profesora de la asignatura y el coordinador del grado antes del **26 de septiembre**. Estos estudiantes también serán responsables de entregar las tareas individuales y en grupo, así como de realizar las pruebas escritas especificadas en el PDU. En caso de no alcanzar una calificación global mínima de 5,0 sobre 10, deberán presentarse al examen de recuperación (convocatoria extraordinaria).



Cada caso particular será analizado con el fin de diseñar una estrategia de aprendizaje individualizada, con actividades adaptadas que garanticen la consecución de los objetivos de aprendizaje de la asignatura. En estos casos, el estudiante deberá asistir a las tutorías previamente acordadas con el profesor. Si el estudiante no contacta con el profesor antes del 26 de septiembre, podría perder el derecho a ser evaluado en la primera convocatoria, al superar el límite permitido de ausencias (20 %).

Los estudiantes que hayan sido liberado de la asistencia obligatoria serán evaluados con los mismos criterios que el resto de los estudiantes asistentes. Esta exención solo será válida cuando la ausencia esté debidamente justificada y haya sido acordada con el profesor y la coordinación académica.

Extract from the internal regulations of the permanence regime

A student who does not appear for the final test provided in the Teaching Guide when it has a weight equal to or greater than 40% will be considered a "Not Presented" and will not use up the sitting. If the final exam percentage is lower or there is no final exam, the student will be considered "Not Presented" if he or she has taken assessment elements that represent less than 40% of the final grade.

A student will be considered "Presented" to a test or assessment item if he or she takes it and, once the questions or instructions have been submitted and/or viewed and/or read, decides to withdraw.

In the event of a failure, the Teaching Guide may specify whether the results of the tests or assessment elements taken will be carried over to the next sitting within the same academic year. In any case, the results of tests or assessment elements from a sitting, if considered a "Not Presented," cannot be used for the next sitting within the same academic year. In general, the results of the evaluation tests of a course cannot be saved for the next courses.

Regulation for plagiarism and illegal practices

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements. The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher. To find out more about what plagiarism is and how to avoid it, you can consult: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio>

Regulation for the use of AI systems

The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the research or process of the activity and/or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI. The use of AI in learning activities and/or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

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

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

Recommended bibliography:

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

Recommended websites:

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

OBSERVATIONS: