

BASIC DETAILS:

Subject:	ECONOMÍA Y ADMINISTRACIÓN DE EMPRESAS		
Id.:	33694		
Programme:	DOBLE GRADO EN FARMACIA Y BIOINFORMÁTICA. PLAN 2019		
Module:	HABILIDADES SOCIALES Y PROFESIONALES		
Subject type:	OBLIGATORIA		
Year:	3	Teaching period:	Primer Cuatrimestre
Credits:	3	Total hours:	75
Classroom activities:	32	Individual study:	43
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	BOSCH FRIGOLA, IRENE (T)	Email:	ibosch@usj.es

PRESENTATION:

The main purpose of the "Economía y administración de empresas" course is to introduce students to the reality of big pharma and biotech business providing them with the opportunity to identify business situations, taking decisions and trying to find solutions for real problems. The course is organised to encourage team working by grouping students, using written and oral English as a common language. It introduces students to scenarios where they develop skills for these business roles. The exercises have the ultimate purpose of developing the technical abilities of students, as well as improving their performance.

These course activities can vary from the resolution of cases to attending online seminars, always setting out solutions to real pharma industry company situations.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G03	Cooperate to achieve common results through teamwork in a context of integration, collaboration and empowerment of critical discussion.
	G04	Reason critically based on information, data and lines of action and their application on relevant issues of a social, scientific or ethical nature.
	G05	Communicate professional topics in Spanish and / or English both orally and in writing.
	G06	Solve complex or unforeseen problems that arise during the professional activity within any type of organisation and adapt to the needs and demands of their professional environment.
	G07	Choose between different complex models of knowledge to solve problems.
	G09	Apply information and communication technologies in the professional field.
	G10	Apply creativity, independence of thought, self-criticism and autonomy in the professional practice.
Specific programme competences	E08	Evaluate applications and computer systems, previously designed, developed and selected, ensuring their reliability and quality, in accordance with ethical principles and current legislation and regulations.
	E22	Identify the legal and ethical aspects of the bioinformatics sector.
	E23	Develop a business plan, taking into account the economic and business aspects of bioinformatics activities.

PRE-REQUISITES:

SUBJECT PROGRAMME:

Observations:

Universidad San Jorge has issued specific guidelines in terms of Covid 19 epidemiological situation and in following these guidelines the teaching of this course will have a hybrid format combining classes at University with classes on line.

However, the hybrid system may change depending on the decisions that the Health Authorities take during the pandemic.

Subject contents:

1 - INTRODUCTION
2 - FUNDAMENTAL ISSUES IN BUSINESS
3 - FORMS OF BUSINESS ORGANIZATION
4 - GOAL OF THE FIRM
5 - STRATEGIC MANAGEMENT ANALYSIS
5.1 - EXTERNAL ANALYSIS
5.2 - INTERNAL ANALYSIS
5.3 - COMPETITIVE STRATEGIES
5.4 - CORPORATIVE STRATEGIES
5.5 - STRATEGY IMPLEMENTATION
5.6 - A VIEW ON THE STRATEGIC ANALYSIS OF THE PHARMA MARKET
6 - ANALYSING FINANCIAL STATEMENTS
7 - THE TIME VALUE OF MONEY
8 - DISCOUNTED CASH FLOWS AND VALUATION
9 - FUNDAMENTALS OF CAPITAL BUDGETING
10 - BUSINESS FORMATION, GROWTH AND VALUATION
10.1 - BUSINESS MANAGEMENT TOOLS
10.2 - STARTING A BUSINESS
10.3 - THE ROLE OF THE BUSINESS PLAN
10.4 - VALUING A BUSINESS
10.5 - IMPORTANT ISSUES IN VALUATION
11 - PRACTICAL APPROACHES

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.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

There is no mark for attendance (asistencia) as it is obligatory and therefore unnecessary to evaluate. Many class activities are conducted in pairs and groups in the format of problem solving with (or without) software, simulations, presentations, debates, project preparation, etc. Students should check the PDU every week. During theoretical classes, where the lecturer explains concepts orally with technological support, students must also participate with questions. After theoretical classes, there follow up exercises and tasks to apply and students must practice new concepts. During these sessions, students can ask questions, clarify concepts and ask for additional bibliography.

-Written exams- :

- a) Written exam 1
- b) Written exam 2

In order to pass 'Economía y Administración de Empresas' students must achieve a score of 5 in **all written exams** ('written exam 1' and 'written exam 2'). Students are tested in english.

-Individual Coursework-: Assignments will be given to students to reinforce the theory discussed in class. Students are expected to complete all independent study tasks. These tasks are suited to individual study. Students should upload completed tasks onto the PDU before the deadline.

-Group assignment. Integrated cases- refer to a grade awarded to all members of student groups after each presentation. Classroom contribution refers to active participation in all classroom activities with classmates and the professor. This methodology enables maximum student participation and talking time in class (case study exercises). It also encourages cooperative learning and meaningful interaction between students and the development of professional competences.

Work handed in after the deadline will not be accepted.

Subject materials are class notes, books (basic and recommended bibliography) and software.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	7
	Practical work, exercises, problem-solving etc.	8
	Debates	8
	Participation in seminars, conferences etc.	4
	Assessment activities	5
Individual study	Tutorials	6
	Individual study	9
	Individual coursework preparation	9
	Group coursework preparation	6
	Research work	5
	Compulsory reading	8
Total hours:		75

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	25 %
Written exam 1:	32 %
Written exam 2:	33 %
Group assignment. Integrated case:	10 %
TOTAL	100 %

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

PARRINO, Robert. Fundamentals of Corporate Finance, 3rd Edition. Wiley 2015
Abrams, R. The successful business plan : secrets and strategies. Chichester 2008
Schuhmacher, A. Value Creation in the Pharmaceutical Industry: The Critical Path to Innovation. Wiley 2016

Recommended bibliography:

VERNIMMEN, Pierre. Corporate Finance: Theory and Practice, 4th Edition. Wiley, 2014
HITCHNER, James. Financial valuation : applications and models. Wiley, 2011
PILBEAM, Keith. International Finance. Palgrave Macmillan, 2013
ELLET, William. The Case Study Handbook. Harvard Business School Press, 2007
HAIR, Joseph F. Essentials of Marketing Research. McGraw Hill, 2013
SOLLIS, Robert. Empirical Finance for Finance and Banking. Wiley, 2012
AREND, R. Wicked entrepreneurship : defining the basics of entrepreneurship. Palgrave . 2015
HITCHNER, James. Financial valuation : applications and models. Wiley, 2011
PILBEAM, Keith. International Finance. Palgrave Macmillan, 2013
Hitchner, J. Financial valuation: applications and models. Wiley 2011
Herman, R. The HIP investor : make bigger profits by building a better world. Wiley 2010
ELLET, William. The Case Study Handbook. Harvard Business School Press, 2007
Mollah, A. Risk Management Applications in Pharmaceutical and Biopharmaceutical Manufacturing. Wiley, 2013
Ford. B. The Ernest & Young business plan guide. Wiley, 2007

Austin, M. Business Development for the Biotechnology and Pharmaceutical Industry. Gower Publishing Limited
RENDER, B. Quantitative Analysis for Management. Pearson, 2015
SOLLIS, Robert. Empirical Finance for Finance and Banking. Wiley, 2012
Mohan, p. Pharmaceutical Operations Management: Manufacturing for Competitive Advantage. 2006

Recommended websites:

International Monetary Fund	www.imf.org
World health Organization	https://www.who.int
World Trade Organization	www.wto.org/index.htm
Ministerio de Sanidad	https://www.mscbs.gob.es
The World Bank	data.worldbank.org
Consejo General de Colegios Oficiales de Farmacéuticos	https://www.portalfarma.com/Paginas/default.aspx
Agencia Española de Medicamentos y Productos Sanitarios	https://www.aemps.gob.es
U.S food and drug	https://www.fda.gov
American Public Health Association	https://www.apha.org