

BASIC DETAILS:

Subject:	INTRODUCCIÓN A LA ECONOMÍA		
Id.:	30152		
Programme:	GRADUADO EN COMUNICACIÓN AUDIOVISUAL. PLAN 2008 (BOE 15/12/2008)		
Module:	ENTORNO HISTORICO, ECONOMICO Y SOCIAL DE LA COMUNICACION AUDIOVISUAL		
Subject type:	MATERIA BASICA		
Year:	2	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	64	Individual study:	86
Main teaching language:	Inglés	Secondary teaching language:	Inglés
Lecturer:		Email:	

PRESENTATION:

The purpose of this subject is to provide communications students with the knowledge and insight into the world of economics and an understanding of how this shapes our lives. The reality is that although the student may believe he/she knows nothing on the subject, as individuals, we make economic decisions every time when we go shopping, when we decide what to buy with our limited amount of money or time. All of these choices are reflected in economic models and these are stories about how the world works. These stories will be studied in the context of the current affairs looking at concerns we all face nowadays such as economic crisis, monetary policies, government agreements, the banking world etc. This subject will also bring us closer to the world of business and the behaviour of firms, governments and the different social agents that influence the markets.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Capacidad de análisis y síntesis
	G02	Resolución de problemas
	G03	Capacidad de organización y planificación
	G04	Uso de las tecnologías de la Información
	G05	Trabajo en equipo
	G06	Habilidades interpersonales
	G07	Compromiso ético
	G08	Capacidad de trabajar en un contexto internacional
	G09	Capacidad de aplicar conocimientos
	G10	Capacidad de generar nuevas ideas (creatividad)
	G11	Capacidad de investigación
Specific programme competences	E01	Capacidad y habilidad para planificar y gestionar los recursos humanos, presupuestarios y medios técnicos, en las diversas fases de la producción de un relato cinematográfico, videográfico y radiofónico.
	E21	Habilidad para exponer de forma adecuada los resultados de la investigación de manera oral o por medios audiovisuales o informáticos conforme a los cánones de las disciplinas de la comunicación.
Learning outcomes	R1	Interpretar correctamente los fenómenos económicos
	R2	Utilizar adecuadamente los indicadores económicos para contextualizar la situación económica actual con rigor
	R3	Saber evaluar la viabilidad económica de alternativas de emprendimiento
	R4	Saber definir las doctrinas económicas más relevantes
	R5	Saber definir los principales objetivos de la política económica

PRE-REQUISITES:

The students don't need any special pre-requisite to attend the subject.

SUBJECT PROGRAMME:

Observations:

The schedule provided will be the same for both Group A and B. Due to festivities the total hours of

inperson classes for group A will be of 64 and 58 for group B. According to this schedule, the group A will have a total amount of 86 hours of independent work, while the total amount of such work for group B will be of 90.

Subject contents:

1 - INTRODUCTION
1.1 - What the economy is
1.2 - Principles of economy
1.3 - Economic models
2 - MACROECONOMICS
2.1 - Introduction to macroeconomics
2.2 - Measuring a nation's income
2.3 - Production and growth
2.4 - Saving, investment and financial system
2.5 - Unemployment
3 - MICROECONOMICS
3.1 - Supply and demand
3.2 - Elasticity and taxation
3.3 - The economy of public sector
3.4 - Competition and the Perfect Competition
4 - INTERNATIONAL ECONOMY
4.1 - International Trade, Capital Flows and Exchange Rates
5 - CRISIS AND CONSEQUENCES
6 - SIX DEBATES OVER MACROECONOMIC 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.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

The course will develop through masterclass, presentations and practical exercises. The students are encouraged to participate during the sessions. Concretely, the course will be structured as:

CLASSROOM ACTIVITIES

- Masterclass: Presentations and theoretical concepts.
- Individual exercises that will need to be resolved by students using different sources of information which they will need to research.
- Reading Exercise which will require that the student, with the lecturer's agreement, selects a essay/ novel/ biography related to the subject, reads it in full and then responds to certain questions.

INDIVIDUAL STUDY ACTIVITIES

Students are recommended to research, investigate and read material related to the subject, being able to review pending issues through tutorial or in lectures.

INDIVIDUAL EXERCISES:

Students must solve a wide range of questions related to theory studied to be sent according to a clarified schedule. The exercises will consist, mainly, in assumptions created by the lecturer which pretend to put into practice the theoretical approach acquired in lessons to cases of interest. Without being a closed matter, they could be numerical exercises, extracts from bibliography, news to discuss, and so on.

GROUP COURSEWORK

Students must collaborate in groups to create an audiovisual material to be shown after Christmas holidays. They must put into practice all kind of knowledge they have acquired from other fields, and apply them to solve a case proposed by the lecturer. For instance, and without being strictly so, the students can develop a documentary about the recent economic crisis, an interview with different roles applying market knowledge to analyze competitive deviations, create a news bulletin, and so on. The material must be recorded to be assessed in class the dates established.

TUTORIALS

Students are encouraged to avail of tutorial sessions as during these sessions, students can ask for questions, clarify concepts, ask for additional bibliography.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	38
	Practical exercises	10
	Practical work, exercises, problem-solving etc.	10
	Coursework presentations	4
	Assessment activities	2
Individual study	Tutorials	4
	Individual study	54
	Individual coursework preparation	10
	Group coursework preparation	10
	Research work	4
	Compulsory reading	4
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	20 %
Group coursework:	30 %
Final exam:	50 %
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:

MANKIW, Gregory N. Principles of Economics. Cengage Learning. 2014
KRUGMAN, Paul., WELLS, Robin., GRADDY, Kathryn. Essentials of Economics. Worth Publishers. 2007

Recommended bibliography:

PÉREZ ZABALETA, Amelia et al. Introducción a la Economía. Pearson Educación S.A., 3ª Ed. Madrid. 2014.
MOCHON MORCILLO, Francisco. Principios de Economía. Mac Graw Hill.
KRUGMAN, Paul. et al. Fundamentos de Economía. Editorial Reverté, S.A. Barcelona. 2013
SLOMAN, John and GARRATT, Dean. Essentials of Economics. Pearson 2013

Recommended websites:

Instituto Nacional de Estadística	www.ine.es
Datos macro	www.datosmacro.com
Banco de España	http://www.bde.es/bde/es/
Morningstar	http://www.morningstar.es
Expansion	www.expansion.com

El economista	www.eleconomista.es
UK Government	https://www.gov.uk/government/topics/uk-economy
UK Office of National Statistics	http://www.ons.gov.uk/ons/site-information/using-the-website/time-series/index.html
Bloomberg	https://www.bloomberg.com/
Financial times	https://www.ft.com/

* Guía Docente sujeta a modificaciones