



Code	ECO322	Prerequisites	INI301
Name	Business Economics	Co-requisites	None

Credits	Contact Hours
4	
Categorization of credits	
Math and basic science	
Engineering topic	
Other	X

Coordinator's name	Sweet Touch
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Text book
Other supplemental materials
<p>Keat, Paul and Philip Young. 2004 Business Economics, Fourth Edition, Pearson, Prentice Hall</p> <p>Milgram, P. R., Roberts, J., & Jimeno, E. (1993). Economics, organization and management of the enterprise (No. 658/M64eE). Barcelona: Ariel.</p> <p>Mochón, Francisco. 2002 Principles of Economics, Problems and Cases, McGraw Hill. First Spanish edition.</p> <p>N. Gregory Mankiw. 2007 Principles of Economics. Thomson! Fourth Edition.</p> <p>Samuelson, Paul and Norhaus, William. 2006 Economics. Eighteenth edition. McGraw Hill.</p> <p>Viscencio Brambila, Hector. 2002 Economics for Decision Making. Thomson!</p> <p>ECHEVERRIA, S. (1994). Economic theory of the company. Madrid-Spain, Ediciones Díaz de Santos.</p>

Description	
<p>The fundamental achievement of this subject is to provide students with the general knowledge related to the concepts and instruments used by the economy and which affect the decision-making process by the managers of companies. Students are also expected to learn about the functioning of macroeconomics and microeconomics and their relationship with the functioning of businesses and enterprises, regardless of their size or size.</p> <p>The overall competency that develops is to make the enterprise economy work effectively in teams whose members jointly provide leadership, create a collaborative and inclusive environment, set goals, plan tasks, and meet goals.</p>	
Type of course	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>

Specific goals for the course	
Outcomes of instruction	<p>EG1. Identifies economic and social impact situations in the company.</p> <p>EG2. To investigate the socio-economic problems and propose suggestions and policies for solving socio-economic problems.</p> <p>EG3. Ability to exercise criticism and self-criticism from the economic and business reflection</p>
Student outcomes	CG1 Identifies, formulates and solves complex Engineering problems by applying the principles of Engineering, Economics, Science and Mathematics.

Topics
<p>Unit I. The Economy: A Global Vision</p> <p>Unit II. Demand and Supply of Goods</p> <p>Unit III. Macroeconomic Environment of Business Decisions</p>