



COMPORTAMIENTO
DE LA EMPRESA Y
EL CONSUMIDOR /
ORGANIZATIONAL
AND CUSTOMER
BEHAVIOR

**Grado en Creación,
Administración y
Dirección de Empresas**



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: COMPORTAMIENTO DE LA EMPRESA Y EL CONSUMIDOR / ORGANIZATIONAL AND CUSTOMER BEHAVIOR

Degree: Grado en Creación, Administración y Dirección de Empresas

Type: Mandatory

Languages: Español / English

Modality: In-Person and Online

Credits: 6

Year: 1st

Semester: Spring Semester / Sem2

Professors: Palacio Iriso, María Elena; Martín Rodríguez, Álvaro Antonio; Cerno, Leonel Antonio; Ruiz Regalado, Willians Rafael

1. COMPETENCES AND LEARNING OUTCOMES

1.1. General and Specific Competencies

- Competencias básicas: CB1, CB2, CB3, CB4, CB5
- Competencias generales: CG1, CG2, CG3, CG4, CG5, CG6, CG12, CG13, CG14, CG15, CG16, CG17, CG18, CG19, CG20, CG 21
- Competencias específicas: CE1, CE2, CE3, CE4, CE20

1.2. Learning outcomes

- Know, associate and apply the elements of applied economics
- Identify and evaluate consumer and business behavior in different contexts
- Deduce price formation in competitive markets and imperfect competition.

2. CONTENTS

2.1 Prerequisites

Business and Consumer Behaviour: it is advisable to have studied Fundamentals of Economics.

2.2 Description

Esta asignatura profundiza en el análisis de las fuerzas del mercado, en primer lugar, a partir de la teoría del consumidor: restricción presupuestaria, preferencias, utilidad, equilibrio del consumidor, demandas del mercado y decisiones Inter temporales y en situaciones de incertidumbre, y en segundo lugar, desde la teoría de la empresa: producción, costes, maximización de beneficios y competencia perfecta e imperfecta. Además, se estudia el equilibrio general y el concepto de bienestar, así como los fallos de mercado.

This subject delves into the analysis of market forces, first of all, from consumer theory: budgetary restriction, preferences, utility, consumer balance, market demands and Inter-temporal decisions and Situations of uncertainty, and secondly, from the theory of the company: production, costs,

maximization of benefits and perfect and imperfect competition. In addition, we study the overall balance and concept of well-being and market failures.

2.3 Covered Topics

1. Consumer theory.

Introduction to Basic Economic Principles
Budget constraint
Preferences
Utility Functions
Optimization of the consumer problem.
Individual and market demand.

2. Organizational theory.

Cost structure.
Production function.
Profit Maximization.

2.4 Individual / Group Assignments

AD1: Activities about consumer theory.

AD1A: activities about budget constraint.

AD1B: activities about preferences.

AD1C: activities about utility functions.

AD1D: activities about optimization of consumer.

AD1E: activities about individual and market demand.

AD2: Activities about organizational theory.

AD2A: activities about cost structure.

AD2B: activities about production function.

AD2C: activities about profit maximization.

2.5. Learning Activities

LEARNING ACTIVITIES		
In-Person Learning	Hours	Attendance %
A1 Lectures	45	100%
A2 Discussion Sections	9	100%
A3 Mentoring	9	100%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	6	50%
A6 Extracurricular Materials	6	0%
A7 Self Study	51	0%
A13 Exam	6	100%
Online Learning	Hours	Attendance %
A9 Asynchronous Classes	12	0%
A10 Discussion Sections, Synchronous or Asynchronous	12	0%
A3 Mentoring	24	0%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	12	0%
A6 Extracurricular Materials	12	0%
A7 Self Study	54	0%
A13 Exam	6	100%

Methodologies:

In-Person: MD1, MD2, MD3, MD4, MD5

Online: MD1, MD2, MD3, MD4, MD5

GRADING RUBRICS

3.1. Grades

Grades are calculated as follows:

0 - 4.9 Fail (SS)

5.0 - 6.9 Pass (AP)

7.0 - 8.9 Notable (NT)

9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Restricciones y explicación de la ponderación: para poder hacer media con las ponderaciones anteriores será necesario obtener al menos una calificación de 5 en la prueba final.

Asimismo, será potestad del profesor solicitar y evaluar de nuevo las prácticas o trabajos escritos, si estos no han sido entregados en fecha, no han sido aprobados o se desea mejorar la nota obtenida en ambas convocatorias.

En todo caso, la superación de la materia está supeditada a aprobar las pruebas finales presenciales e individuales correspondientes.

3.3. Restrictions

Minimum Grade

To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance

Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards

Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

3.4. Plagiarism Warning

Nabrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

Required Reading

Pindyck, R. & Rubinfeld, D. Microeconomía. Pearson Education, 8ª Ed., 2013

Varian, H., Microeconomía Intermedia: un enfoque actual. Antoni Bosch, 9ª Ed., 2015

Recommended Reading

Frank, R. H. Microeconomía y Conducta. McGraw-Hill, 2005

Goolsbee, A, Levitt, S. & Syverson, C. Microeconomía. Editorial Reverte. 2015

Stiglitz, J.E. Microeconomía. Ariel, 2008