

## Faculty of Economic, Social and Political Sciences



### TRAV2132 Business economics

[30h] 4 credits

This course is taught in the 1st semester

**Teacher(s):** Alain Vas  
**Language:** French  
**Level:** Second cycle

#### Aims

The course aims to provide an overall view of the problems facing enterprises, and to introduce students to an analysis of enterprise strategies, and particularly to the basic logic of decisions.

#### Main themes

Enterprise strategies: choice and balance of the organisation, product policy, information system, consistency of objectives, and relations with the economic environment.

Key concepts of balance sheet analysis, and the interpretation of company financial information. Analysis of decisions and of their logic (e.g. by an analysis of costs and investment decisions).

#### Content and teaching methods

1st part: What are the key factors in an enterprise's success?

Open system concept. Interdependence between the functions of the organisation in a strategy perspective.

2nd part: The formalised language of the balance sheet and the profit and loss account, and some key concepts to be analysed:

Performance: added value, cash flow, and profit.

Fundamental need for capital circulation and liquidity.

Financial independence. Basic ratios and interpreting them.

3rd part: Two typical decisions and their basic logic:

Appreciation of the cost price? Which approach should be chosen?

Investment decisions: recovery time, profitability and current value.

#### Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Didactic method. Introductory and summarised lectures; application to enterprise case studies.

This course forms part of a study programme given in the evening and/or on Saturdays.

#### Other credits in programs

<b>HIST21</b>	Première licence en histoire	(4 credits)	
<b>HIST22</b>	Deuxième licence en histoire	(4 credits)	
<b>TRAV22</b>	Deuxième licence en sciences du travail	(4 credits)	Mandatory
<b>TRAV2M1/EU</b>	Master en sciences du travail (option européenne)	(4 credits)	
<b>TRAV2M1/GE</b>	Master en sciences du travail (option générale)	(4 credits)	