Introduction to business economics

**Offered by:** Department of Industrial Engineering & Innovation Science  
**Language:** English  
**Primarily interesting for:** All students except for major students Industrial Engineering  
**Prerequisites:** None  
**Contact person:** dr. Marco Slikker (M.Slikker@tue.nl)

Content and composition

This package is designed to give students an understanding of basic concepts in accounting, finance, and microeconomics. In Introduction to Financial and Management Accounting fundamental business economics concepts are introduced and trained. In Intermediate Finance and Accounting this will be extended with more focus on investments and corporate finance. Finally, in Microeconomics the students will learn about the basic supply and demand forces in a market.

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<th>Course code</th>
<th>Course name</th>
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<td>1CV10</td>
<td>Introduction to financial and management accounting</td>
<td>1. Basic</td>
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<tr>
<td>1CK40</td>
<td>Intermediate finance and accounting</td>
<td>2. Intermediate</td>
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<tr>
<td>1CK90</td>
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**Precedence relationships within the package**

1CV10 (Introduction to Financial and Management Accounting) should precede 1CK40 (Intermediate Finance and Accounting).

**Course descriptions**

**Introduction to Financial and Management Accounting (1CV10)**

Focus of this course is on companies in terms of goods and cash flows. Goods flow through a company from suppliers to customers. These goods flows cause cash flows in the opposite direction, from customers to suppliers of production resources. The success of a company is measured, amongst others, by the amount of profit gained by the activities. Important topics are consequently: (relevant) costs, cost calculations, revenues, and financial performance and position.

**Intermediate Finance and Accounting (1CK40)**

This course provides students with a deeper understanding of finance and accounting, highlighting how firms can achieve their objective of maximizing shareholder value. As part of the course, students will learn about the different forms of financing (such as stock exchanges, debt) available to firms, how firms make capital investment decisions, as well as the financial documents utilized by firms and shareholders to assess financial performance. The course will also give students an introduction to risk management.
Microeconomics (1CK90)
For consumers, choices are all around. Simultaneously, producers select their own input-output combinations. Consumer and producer behavior subsequently come together as demand and supply sides of a market. Starting with standard models of choice, students acquire knowledge and gain insight into economic theory and underlying methods. Topics include: consumer choice, firm supply, market demand, industry supply, elasticity, exchange of goods, etc.