220003 - Business

**Coordinating unit:** 205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering

**Teaching unit:** 732 - OE - Department of Management

**Academic year:** 2017

**Degree:**
- BACHELOR'S DEGREE IN AEROSPACE VEHICLE ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
- BACHELOR'S DEGREE IN AEROSPACE TECHNOLOGY ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)

**ECTS credits:** 6

**Teaching languages:** Catalan, Spanish

**Teaching staff**

**Coordinator:** Simo Guzman, Pep

**Others:**
- Trullas Casayas, Irene
- Resa Navarro, Javier

**Degree competences to which the subject contributes**

**Specific:**
1. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

**Transversal:**
2. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.
The course introduces the concepts, principles and basics of economics and management and organization of aeronautical enterprises. From the introduction of the strategy and planning concepts, the course covers the three main functions of a company: marketing, finance and operations.

**Teaching methodology**

The course is divided into three parts:

* Theory classes
* Practical classes
* Self-study for doing exercises and activities.

In theory classes, teachers will introduce the theoretical basis of the concepts, methods and results illustrating them with examples appropriate to facilitate their understanding.

In practical classes (at the classroom), teachers guide students in applying theoretical concepts to solve problems, always basing critical reasoning. We propose that students solve exercises in and outside the classroom, to promote contact and use the basic tools needed to solve problems.

Students, independently, need work on material provided by teachers and the outcomes of the sessions of exercises and problems, in order to fix and assimilate the concepts.

Teachers provide a curriculum and monitoring of activities (by ATENEA).

**Learning objectives of the subject**

The course introduces the concepts, principles and basics of economics and management and organization of aeronautical enterprises. From the introduction of the strategy and planning concepts, the course covers the three main functions of a company: marketing, finance and operations.

**Study load**

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 32h</th>
<th>21.33%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 28h</td>
<td>18.67%</td>
</tr>
<tr>
<td></td>
<td>Self study: 90h</td>
<td>60.00%</td>
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</tbody>
</table>
## Content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Learning time: 31h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economy</strong></td>
<td>Theory classes: 13h</td>
</tr>
<tr>
<td></td>
<td>Self study : 18h</td>
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</tbody>
</table>

**Description:**
- Introduction: Principles of Economics
- Micro-economics
- Macro-economics
- International trade

<table>
<thead>
<tr>
<th>Topic</th>
<th>Learning time: 11h</th>
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</thead>
<tbody>
<tr>
<td><strong>Concepts of Business</strong></td>
<td>Theory classes: 4h</td>
</tr>
<tr>
<td></td>
<td>Self study : 7h</td>
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</tbody>
</table>

**Description:**
- What is an organization
- What is a company
- Entrepreneurship
- The generation of ideas / entrepreneurs
- Organizational structure

<table>
<thead>
<tr>
<th>Topic</th>
<th>Learning time: 42h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Financial Management</strong></td>
<td>Theory classes: 17h</td>
</tr>
<tr>
<td></td>
<td>Self study : 25h</td>
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</tbody>
</table>

**Description:**
- Budget management
- Accounting: The accounting books
- Analysis of accounting information and determine the economic and financial situation of the company

<table>
<thead>
<tr>
<th>Topic</th>
<th>Learning time: 33h</th>
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</thead>
<tbody>
<tr>
<td><strong>Marketing Management</strong></td>
<td>Theory classes: 13h</td>
</tr>
<tr>
<td></td>
<td>Self study : 20h</td>
</tr>
</tbody>
</table>

**Description:**
- Marketing Plan
- Strategic Marketing
- Operational Marketing
<table>
<thead>
<tr>
<th>Operations Management</th>
<th>Learning time: 33h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 13h</td>
</tr>
<tr>
<td>Introduction to Operations Management</td>
<td>Self study: 20h</td>
</tr>
<tr>
<td>Strategic decisions in Operations Management</td>
<td></td>
</tr>
<tr>
<td>Tactical decisions in Operations Management</td>
<td></td>
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<tr>
<td>Lean Manufacturing</td>
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</tbody>
</table>
### Planning of activities

<table>
<thead>
<tr>
<th></th>
<th>Hours:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THEORY CLASSES</strong></td>
<td>43h</td>
</tr>
<tr>
<td><strong>Theory classes</strong></td>
<td>28h</td>
</tr>
<tr>
<td><strong>Self study</strong></td>
<td>15h</td>
</tr>
</tbody>
</table>

**Description:**
Preparation before and after the theory classes and assistance to these classes.

**Support materials:**
- Materials of the course.
- Official websites (Internet).
- Recommended textbooks.

**Specific objectives:**
Transferring the knowledge for a right interpretation of the content developed for large group meetings, resolution of questions regarding the syllabus of the course and development of generic competence on entrepreneurship and innovation level 1.

<table>
<thead>
<tr>
<th></th>
<th>Hours:</th>
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</thead>
<tbody>
<tr>
<td><strong>PRACTICAL CLASSES</strong></td>
<td>43h</td>
</tr>
<tr>
<td><strong>Theory classes</strong></td>
<td>28h</td>
</tr>
<tr>
<td><strong>Self study</strong></td>
<td>15h</td>
</tr>
</tbody>
</table>

**Description:**
Preparation before and after the practical classes and assistance to these classes.

**Support materials:**
- Materials of the course.
- Official websites (Internet).
- Recommended textbooks.

**Specific objectives:**
Acquire the skills for a right interpretation of the problems of the subject, as well as a satisfactory resolution of these problems. Development of generic competition on entrepreneurship and innovation level 1.

<table>
<thead>
<tr>
<th></th>
<th>Hours:</th>
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<tbody>
<tr>
<td><strong>1ST MID-TERM EXAM</strong></td>
<td>16h</td>
</tr>
<tr>
<td><strong>Theory classes</strong></td>
<td>1h</td>
</tr>
<tr>
<td><strong>Self study</strong></td>
<td>15h</td>
</tr>
</tbody>
</table>

**Description:**
Written and individual test.

**Support materials:**
Formulation of the test.
2ND MID-TERM EXAM

**Description:**
Written and individual test.

**Support materials:**
Formulation of the test.

**Specific objectives:**
The test must demonstrate that the student has acquired and assimilated the concepts.

**Hours:** 17h
- Theory classes: 2h
- Self study: 15h

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PROJECT OF BUSINESS PLAN

**Description:**
Groups of 4 students where they will apply the principles introduced in the aeronautical sector.

**Support materials:**
- Formulation of the exercise (ATENEA).
- Materials of the course.
- Official websites (Internet).
- Recommended textbooks.

**Specific objectives:**
The report of the activity is delivered in digital format.

**Specific objectives:**
- Apply the principles introduced in Units.
- Generic: Entrepreneurship and innovation (special assessment), Analysis and Synthesis, Efficient use of information resources, Teamwork, Autonomous learning, and Written communication.

**Hours:** 31h
- Theory classes: 1h
- Self study: 30h
The final score depends on four assessments:

* 1st mid-semester exam (ExPar1): 20%
* 2nd mid-semester exam (ExPar2): 20%
* Project (Proj): 45%
* Practices (Prac): 15%

Students will be able to improve their performance on the final exam (ExFin).

Qualification = Max \[\text{ExFin}, (0.2\times\text{ExPar1} + 0.2\times\text{ExPar2} + 0.45\times\text{Proj} + 0.15\times\text{Prac})\]

The generic skills are exceeded only by participating actively in the project.

**Bibliography**

**Basic:**


**Others resources:**