



Course guide

330062 - EM - Business

Last modified: 16/05/2023

Unit in charge:	Manresa School of Engineering
Teaching unit:	732 - OE - Department of Management.
Degree:	BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Compulsory subject). BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Compulsory subject). BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Compulsory subject). BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Compulsory subject). BACHELOR'S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2017). (Optional subject).
Academic year:	2023
ECTS Credits:	6.0
Languages:	Catalan, English

LECTURER

Coordinating lecturer: Vintró Sánchez, Carla

Others: Vintró Sánchez, Carla; Fortuny Santos, Jordi

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.

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.

3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

4. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

TEACHING METHODOLOGY

The teaching methodology combines expository sessions by the teaching staff and practical applications of the concepts explained, through case studies and solving exercises. Parallel to the evolution of the classes, the student will have to prepare a business plan, in order to synthesize and apply all the knowledge acquired during the course.

English will be introduced partially in the classroom and work will be applied to some activities and/or the Business Plan.



LEARNING OBJECTIVES OF THE SUBJECT

The aim of this subject is that students become familiar with and understand how a business is organised and the mechanisms that govern its activity, basic concepts in business economics and the role of businesses in the economy. On completion of the subject, students must be able to:

- Identify a business's economic, legal and regulatory context.
- Understand a business's structure, organisation and administration.
- Understand, analyse, interpret and explain basic economic phenomena.
- Identify and understand the functional areas of an organisation, its basic problems and the instruments, techniques and criteria that they use in decision making.
- Analyse economic and financial information to extract information for decision making.
- Understand the principles of business management.
- Design a business plan/strategic plan.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours small group	30,0	20.00
Hours large group	30,0	20.00

Total learning time: 150 h

CONTENTS

Content title 1. BUSINESS, COMPETITIVENESS AND INNOVATION

Description:

- The company as an economic unit, process and system
- Concept of competitiveness
- What does it mean to innovate
- Types of innovation
- Innovation with social and environmental responsibility
- Creativity and innovation
- Design thinking

Related activities:

Case studies (portfolio)

Written exam

Related competencies :

. Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.

06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

01 EIN N1. 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.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 18h

Theory classes: 4h

Laboratory classes: 4h

Self study : 10h



Content title 2. BUSINESS ENTREPRENEURSHIP

Description:

- Business entrepreneurship
- The business model
- Creation of value and stakeholders
- The business plan

Related activities:

Practical cases
Business plan (term paper)
Written exam

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
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- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 49h

Theory classes: 4h
Laboratory classes: 10h
Self study : 35h

Content title 3. STRATEGIC ANALYSIS

Description:

- External analysis
- Internal analysis (what is it)
- SWOT-CAME analysis
- Strategic planning

Related activities:

Case studies (portfolio)
Written exam

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
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- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 16h

Theory classes: 4h
Laboratory classes: 2h
Self study : 10h



Content title 4. MARKETING AREA

Description:

- Keys to efficient marketing
- Inbound marketing
- The marketing plan

Related activities:

Case studies (portfolio)
Written exam

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
- 01 EIN N1. 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.
- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 18h

Theory classes: 4h
Laboratory classes: 4h
Self study : 10h

Content title 5. AREA OF OPERATIONS

Description:

- Productivity
- The operations plan
- The costs to the company
- Operations design and operations management

Related activities:

Practical exercises
Written exam

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
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- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 8h

Theory classes: 2h
Laboratory classes: 2h
Self study : 4h



Content title 6. HR AREA

Description:

- Organizational structures
- Organizational culture
- Leadership and teamwork: teamwork. Types of leadership. High performance teams
- Motivation and talent attraction: motivation, work engagement, loyalty of talent

Related activities:

Case studies (portfolio)
Written exam

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
- 01 EIN N1. 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.
- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 14h

Theory classes: 4h
Laboratory classes: 2h
Self study : 8h

Content title 7. ECONOMIC-FINANCIAL AREA

Description:

- The balance sheet of the company
- Economic-financial analysis
- Profitability evaluation

Related activities:

Exercises
Written exam

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
- 01 EIN N1. 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.
- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 14h

Theory classes: 2h
Laboratory classes: 4h
Self study : 8h



Content title 8. LEGISLATION. QUALITY, SAFETY, ENVIRONMENT AND CSR

Description:

- Labor, commercial and intellectual property legislation
- Systems management: quality, environment, safety and security
- Corporate Social Responsibility

Related activities:

Case studies (portfolio)
Written exam

Related competencies :

. Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.

06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

01 EIN N1. 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.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 9h

Theory classes: 2h
Laboratory classes: 2h
Self study : 5h



ACTIVITIES

TITLE OF ACTIVITY 1: PORTFOLIO

Description:

The different practices will be done in groups and sometimes individually and will form part of the portfolio or collection of activities that will be delivered at the end of the course. The portfolio is a form of assessment that allows to monitor the learning process and to apply continuous improvement during the process. The portfolio activities will be carried out in the classroom or outside the classroom, according to the temporal development of the sessions. Care should be taken with spelling, syntax and presentation in general, always indicating the bibliography. Activities will be monitored.

Specific objectives:

Those corresponding to the different subjects of the subject.

Material:

Training capsules and statements given by the teaching staff.

Delivery:

Virtual campus

Related competencies :

. Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.

06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

01 EIN N1. 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.

Full-or-part-time: 70h

Theory classes: 15h

Laboratory classes: 30h

Self study: 25h



TITLE OF ACTIVITY 2: BUSINESS PLAN

Description:

The student, together with other classmates, will have to create a business plan, present it and defend it in front of the other classmates.

Specific objectives:

Those corresponding to topic 2 of the subject.

Material:

Subject 2 training capsules and course contents

Delivery:

Virtual Campus and oral defense.

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 01 EIN N1. 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.
- 06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 45h

Theory classes: 2h

Laboratory classes: 8h

Self study: 35h

TITLE OF ACTIVITY 3: WRITTEN EXAMINATION

Description:

Two exams

Specific objectives:

Those corresponding to the different subjects of the subject

Material:

Training capsules and bibliography of the subject.

Delivery:

Each of the two exams has a weight of 20%.

Related competencies :

- . Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.
- 01 EIN N1. 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.
- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Full-or-part-time: 34h

Theory classes: 4h

Self study: 30h



GRADING SYSTEM

The evaluation will be carried out through:

- The valuation of the portfolio (P): 30%
 - The assessment of the Business Plan and its defense (BP): 30%
 - Two written exams (EP1 and EP2): 40% (20% each).
- The recovery exam will be a final written exam (EF), on a date scheduled for the EPSEM, which includes all the contents of the course. Allows you to recover 70% of the subject grade.

FINAL GRADE SUBJECT = Maximum {0.2EP1+0.2EP2+0.3P+0.3BP; 0.4EF+0.3P+0.3BP; 0.7EF+0.3BP}

EXAMINATION RULES.

The written exams are carried out individually and without notes. They include theoretical and practical tests, such as carrying out numerical exercises.

The portfolio is sometimes done in groups and sometimes individually and the activities that make it up can be done in the classroom or outside the classroom, according to the temporal development of the sessions.

The creation of the business plan will be done in groups and at the end the presentation and defense will be made in front of the group-class. Both the content of the plan and the presentation itself will be assessed.

BIBLIOGRAPHY

Basic:

- Bueno Campos, E.; Cruz Roche, Ignacio; Durán Herera, Juan José. Economía de la empresa: análisis de las decisiones empresariales. 3^a ed. act y aum. Madrid: Pirámide, 1982. ISBN 8436802071.
- Aguer Hortal, Mario; Pérez Gorostegui, Eduardo; Martínez Sánchez, Joan. Administración y dirección de empresas: teoría y ejercicios resueltos. Madrid: Centro de Estudios Ramón Areces, 2004. ISBN 8480046635.
- Díez de Castro, Emilio; Galán González, José Luis; Martín Armario, Enrique. Introducción a la economía de la empresa. Madrid: Pirámide, 1995. ISBN 8436808924.
- Díez de Castro, Emilio, i altres. Administración y dirección. Madrid: McGraw-Hill, 2001. ISBN 8448128184.
- García del Junco, J.; Casanueva Rocha, C., eds. Fundamentos de gestión empresarial. Madrid: Pirámide, 2002. ISBN 8436816439.
- Bueno Campos, Eduardo. Curso básico de economía de la empresa: un enfoque de organización. 4^a ed. Madrid: Pirámide, 2005. ISBN 843681911X.
- Grant, Robert M. Dirección estratégica: conceptos, técnicas y aplicaciones. 5^a ed. Cizur: Thomson, 2006. ISBN 8447026582.
- Castillo, A. M., ed. Introducción a la economía y administración de empresas. Madrid: Pirámide, 2003. ISBN 9788436817140.
- Stimpson, Peter; Farquharson, Alastair. Business studies. 2nd ed. Cambridge: Cambridge University Press, 2010. ISBN 9780521126564.

Complementary:

- Milgrom, P. R.; Roberts, J. Economics, organization and management. Englewood Cliffs: Prentice-Hall International, 1992. ISBN 0132239671.
- Alegre, Luis; Berné, Carmen; Galvé, Carmen. Fundamentos de economía de la empresa: perspectiva funcional. 2^a ed. act. Barcelona: Ariel, 2000. ISBN 8434421771.
- Cuervo García, A., dir. Introducción a la administración de empresas. 5^a ed. Madrid: Civitas, 2004. ISBN 844702198X.
- González, E.; Ventura, J. Fundamentos de administración de empresas. Madrid: Pirámide, 2003. ISBN 8436818334.
- Fernández Alarcón, Vicenç. Desarrollo de sistemas de información: una metodología basada en el modelado [on line]. Barcelona: Edicions UPC, 2006 [Consultation: 06/11/2020]. Available on: <http://hdl.handle.net/2099.3/36751>. ISBN 8483018624.