

## Course guide

### 220003 - E - Business

**Last modified:** 02/04/2024

**Unit in charge:** Terrassa School of Industrial, Aerospace and Audiovisual Engineering  
**Teaching unit:** 732 - OE - Department of Management.

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

**Academic year:** 2024    **ECTS Credits:** 6.0    **Languages:** Catalan, Spanish

#### LECTURER

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**Coordinating lecturer:** Pep Simo

**Others:** Irene Trullàs

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**Specific:**

CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

**Transversal:**

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.

**Basic:**

CB02. That students can apply their knowledge to their work or vocation in a professional manner and possess the competencies typically demonstrated through the development and defense of arguments and problem-solving within their field of study.

## TEACHING METHODOLOGY

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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

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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

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Type	Hours	Percentage
Hours large group	32,0	21.33
Self study	90,0	60.00
Hours medium group	28,0	18.67

**Total learning time:** 150 h

## CONTENTS

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### Economy

**Description:**

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

**Full-or-part-time:** 31h

Theory classes: 13h

Self study : 18h

### Concepts of Business

**Description:**

What is an organization  
What is a company  
Entrepreneurship  
The generation of ideas / entrepreneurs  
Organizational structure

**Full-or-part-time:** 11h

Theory classes: 4h

Self study : 7h

### Financial Management

**Description:**

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

**Full-or-part-time:** 42h

Theory classes: 17h

Self study : 25h

### Marketing Management

**Description:**

Marketing Plan  
Strategic Marketing  
Operational Marketing

**Full-or-part-time:** 33h

Theory classes: 13h

Self study : 20h

## Operations Management

**Description:**

Introduction to Operations Management  
Strategic decisions in Operations Management  
Tactical decisions in Operations Management  
Lean Manufacturing

**Full-or-part-time:** 33h

Theory classes: 13h

Self study : 20h

## ACTIVITIES

### THEORY CLASSES

**Description:**

Preparation before and after the theory classes and assistance to these classes.

**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.

**Material:**

Materials of the course.

Official websites (Internet).

Recommended textbooks.

**Related competencies :**

CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

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:** 43h

Self study: 15h

Theory classes: 28h

## PRACTICAL CLASSES

**Description:**

Preparation before and after the practical classes and assistance to these classes.

**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 competences on entrepreneurship and innovation level 1.

**Material:**

Materials of the course.  
Official websites (Internet).  
Recommended textbooks.

**Related competencies :**

CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

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:** 43h

Self study: 15h

Theory classes: 28h

## PROJECT OF BUSINESS PLAN

**Description:**

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

**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.

**Material:**

Formulation of the exercise (ATENEA).

Materials of the course.  
Official websites (Internet).  
Recommended textbooks.

**Delivery:**

The report of the activity is delivered in digital format.

**Related competencies :**

CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

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:** 31h

Self study: 30h

Theory classes: 1h

## GRADING SYSTEM

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The final score depends on five assessments:

- \* Continuous assessment work (TAC1): 20%
- \* Continuous assessment work (TAC2): 20%
- \* Continuous assessment work (TAC3): 20%
- \* Continuous assessment work (TAC4): 10%
- \* Project (Proj): 30%

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

Qualification = Max [ExFin, (0.2\*TAC1 + 0.2\*TAC2 + 0.2\*TAC3 + 0.1\*TAC4 + 0.30\*Proj )]

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

## BIBLIOGRAPHY

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### Basic:

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- Mochón Morcillo, F. Principios de economía [on line]. 4a ed. Madrid: McGraw-Hill, 2010 [Consultation: 26/09/2022]. Available on: [https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB\\_BooksVis?cod\\_primaria=1000187&codigo\\_libro=8697](https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=8697). ISBN 9788448172060.
- Gonzalez Dominguez, F. J. Principios y fundamentos de gestión de empresas. 2a ed. Madrid: Pirámide, 2008. ISBN 9788436821871.
- García Parra, M.; Mundet Hiern, J. Contabilidad previsional como herramienta para directivos. [S.l.]: OmniaScience, 2016. ISBN 9788494467301.
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- Grant, Robert M. Dirección estratégica: conceptos, técnicas y aplicaciones. Madrid: Civitas, 1996. ISBN 8447008290.
- Johnson, Gerry. Dirección estratégica. 5a ed. Madrid: Prentice Hall, 2000. ISBN 8420529842.
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- Edwards, C.; Ward, J.; Bytheway, A. Fundamentos de sistemas de información. 2a ed. Madrid: Prentice Hall, 1998. ISBN 848322013X.

## RESOURCES

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**Other resources:**

Notes:

- Transparencies of each module of the subject.
- Pack of exercises and problems of each module of the subject.