



Course guide

230021 - EIM - Economics and Management

Last modified: 24/05/2024

Unit in charge: Barcelona School of Telecommunications Engineering

Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN TELECOMMUNICATIONS TECHNOLOGIES AND SERVICES ENGINEERING (Syllabus 2015). (Compulsory subject).

Academic year: 2024

ECTS Credits: 6.0

Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: CAROLINA MARIA CONSOLACION SEGURA

Others:

Primer quadrimestre:

CAROLINA MARIA CONSOLACION SEGURA - 40, 50

OLGA PONS PEREGORT - 40, 50

JOAN SARDA FERRER - 40, 50

Segon quadrimestre:

CAROLINA MARIA CONSOLACION SEGURA - 10, 20

OLGA PONS PEREGORT - 10, 20

JOAN SARDA FERRER - 10, 20

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Transversal:

2. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.

02 SCS N2. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 2. Applying sustainability criteria and professional codes of conduct in the design and assessment of technological solutions.

TEACHING METHODOLOGY

LEARNING OBJECTIVES OF THE SUBJECT

STUDY LOAD

Type	Hours	Percentage
Self study	85,0	56.67
Hours large group	65,0	43.33

Total learning time: 150 h

CONTENTS

(ENG) Tema 1. Entorn econòmic.

Full-or-part-time: 21h

Theory classes: 6h

Practical classes: 3h

Self study : 12h

(ENG) Tema 2. Estratègia i estructures organitzatives.

Full-or-part-time: 9h 50m

Practical classes: 2h

Self study : 7h 50m

(ENG) Tema 3. Anàlisi i interpretació d'estats financers

Full-or-part-time: 26h

Theory classes: 4h

Practical classes: 2h

Self study : 20h

(ENG) Tema 4. Gestió comercial i màrqueting estratègic i operatiu.

Full-or-part-time: 16h 30m

Theory classes: 5h

Practical classes: 2h

Self study : 9h 30m

(ENG) Tema 5. Gestió i direcció de les persones.

Full-or-part-time: 31h 30m

Theory classes: 8h 30m

Practical classes: 6h

Self study : 17h

title english

Description:

content english

Full-or-part-time: 1h

Theory classes: 1h



title english

Description:

content english

Full-or-part-time: 1h

Theory classes: 1h

title english

Description:

content english

Full-or-part-time: 1h

Theory classes: 1h

ACTIVITIES

(ENG) Presentació oral

(ENG) Exercicis

Full-or-part-time: 30h

Self study: 30h

(ENG) Altres activitats

Full-or-part-time: 4h

Theory classes: 4h

GRADING SYSTEM

BIBLIOGRAPHY

Basic:

- Maynar Mariño, P. (coord.). La economía de la empresa en el espacio de educación superior. Madrid: McGraw-Hill/Interamericana de España, 2008. ISBN 9788448160944.
- Gasalla, J.M. La nueva dirección de personas: la dirección por confianza(DPC). 12a ed. Madrid: Pirámide, 2010. ISBN 9788436824391.
- Cuatrecasas Arbós, L. Organización de la producción y dirección de operaciones: sistemas actuales de gestión eficiente y competitiva [on line]. Madrid: Díaz de Santos, 2011 [Consultation: 22/09/2020]. Available on: <https://ebookcentral.proquest.com/lib/upcatalunya-ebooks/detail.action?docID=3220133>. ISBN 9788479789978.
- Zárate, J.A. Gestionar en equipo: preguntas clave. 2008. Pozuelo de Alarcón: ESIC, 2008. ISBN 9788473565493.
- Santesmases, M. [et al.]. Fundamentos de marketing. Madrid: Pirámide, 2009. ISBN 9788436822946.