

Course guide

230919 - EP - Business and Project Management

Last modified: 24/05/2024

Unit in charge: Barcelona School of Telecommunications Engineering
Teaching unit: 710 - EEL - Department of Electronic Engineering.
732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN ELECTRONIC ENGINEERING AND TELECOMMUNICATION (Syllabus 2018).
(Compulsory subject).

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

LECTURER

Coordinating lecturer: OLGA PONS PEREGORT

Others: Segon quadrimestre:
CAROLINA MARIA CONSOLACION SEGURA - 11
OLGA PONS PEREGORT - 11
JOAN SARDA FERRER - 11

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CE5. (ENG) GEELEC: Coneixment adequat del concepte d'empresa, marc institucional i jurídic de l'empresa. Organització i gestió d'empreses. (Mòdul de formació bàsica)

General:

CG2. (ENG) GEELEC: coneixment, comprensió i capacitat per explicar la legislació necessària durant el desenvolupament de la professió d'enginyer tècnic de telecomunicació i facilitat per al maneig d'especificacions, reglaments i normes d'obligat compliment.

TEACHING METHODOLOGY

Master classes,
Participatory and application master classes,
Autonomous work (independent work or teamwork),
Problem / project based learning

LEARNING OBJECTIVES OF THE SUBJECT

Academic goals of this course shall enable students to:

- understand the organization of an enterprise and the requirement of a good human resources management
- interpret the economic and financial position of the enterprise relying on annual financial statements,
- know how the different markets operate in which the enterprise may work,
- pinpoint the basic economic variables and economic policy measures
- apply project management proceedings commonly used in industry.

STUDY LOAD

Type	Hours	Percentage
Self study	85,0	56.67
Hours large group	39,0	26.00
Hours small group	26,0	17.33

Total learning time: 150 h

CONTENTS

Subject 1. Enterprises and their environment

Description:

The agenda of the subject includes an analysis of following aspects:

- Basic economic terminology.
- Analysis of market mechanisms. Market typology.
- Identification of macroeconomic variables.
- Market analysis: SWOT matrix.
- Economic cycles. Economic policy measures.

Related activities:

Dossier generation

Full-or-part-time: 8h

Theory classes: 4h

Laboratory classes: 2h

Self study : 2h

Subject 2. Project management

Description:

The agenda of the subject includes an analysis of following aspects:

- Planning techniques and Systems.
- Project charter and scope: goals and requirements.
- Schedule. Critical path and chain.
- Stakeholders: recognition, expectations and communication management.
- Risks: recognition, prioritization and response plans.

Related activities:

Collectively practical exercise in order to develop a technical project planning.

Full-or-part-time: 46h

Theory classes: 12h

Practical classes: 6h

Self study : 28h

Subject 3. Business basic accounting analysis

Description:

The agenda of the subject includes an analysis of following aspects:

- Financial statements comprehension.
- Business profitability, solvency and liquidity analysis.
- Investment analysis. Evaluation of funding problems.

Related activities:

Practical exercise regarding a financial statements' simulation.

Full-or-part-time: 35h

Theory classes: 10h

Practical classes: 5h

Self study : 20h

Subject 4. Managerial competences. Human resource management.

Description:

The agenda of the subject includes an analysis of following aspects:

- Working encouragement.
- Stress, Burn-out, mobbing, personal branding...
- Communication. Emotional intelligence.
- Leadership.
- Techniques: coaching, mentoring, shadowing...

Full-or-part-time: 21h

Theory classes: 4h

Practical classes: 2h

Self study : 15h

Subject 5. Commercial management. Marketing

Description:

The agenda of the subject includes an analysis of following aspects:

- Goods and services commercialization.
- Operational marketing
- Strategic management.
- New trends.

Full-or-part-time: 16h

Theory classes: 6h

Laboratory classes: 3h

Self study : 7h

Subject 6. Cost calculation methods.

Description:

The agenda of the subject includes an analysis of following aspects:

- conventional calculation methods for costs: direct and full costing
- new paradigms of cost calculation: Activity-Based Costing (ABC / M / B)
- application of previous methods to establish prices and/or minimal corporate results

Related activities:

Practical exercise using the different cost calculation methods that are explained.

Full-or-part-time: 25h

Theory classes: 8h

Laboratory classes: 4h

Self study : 13h

GRADING SYSTEM

Continuous assessment (60 %) regarding all six subjects in which this course is divided:

- Exercises / Autonomous working papers,
- Checking (short answer exams)

Final exam (40 %) regarding all six subjects in which this course is divided:

- Extensive answer examination.

EXAMINATION RULES.

Re-evaluation will be held by repeating the final exam that will include all six previously mentioned subjects.
All course contents can be reassessed.