

Course guide

280606 - 280606 - Business Management and Organisation

Last modified: 27/02/2025

Unit in charge: Barcelona School of Nautical Studies
Teaching unit: 732 - OE - Department of Management.
742 - CEN - Department of Nautical Sciences and Engineering.

Degree: BACHELOR'S DEGREE IN MARINE TECHNOLOGIES (Syllabus 2010). (Compulsory subject).
BACHELOR'S DEGREE IN NAUTICAL SCIENCE AND MARITIME TRANSPORT (Syllabus 2010). (Compulsory subject).
BACHELOR'S DEGREE IN NAVAL SYSTEMS AND TECHNOLOGY ENGINEERING (Syllabus 2010). (Compulsory subject).

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

LECTURER

Coordinating lecturer: VASILEIOS MYRTHIANOS

Others: Primer quadrimestre:
ALEJANDRO LEON ARIAS - Grup: ERAS, Grup: GESTN, Grup: GNTM, Grup: GTM
VASILEIOS MYRTHIANOS - Grup: ERAS, Grup: GESTN, Grup: GNTM, Grup: GTM

Segon quadrimestre:
JOAQUIN IBAÑEZ MARIMON - Grup: GESTN, Grup: GNTM, Grup: GTM
LUCIANO KINGESKI - Grup: GESTN, Grup: GNTM, Grup: GTM
ALEJANDRO LEON ARIAS - Grup: GESTN, Grup: GNTM, Grup: GTM
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DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

GTM.CE5. Adequate knowledge of the concept of business, institutional and legal framework of the company. Organization and management of corporate finance firms and turtles.

GESTN.CE6. Adequate knowledge of the concept of business, institutional and legal framework of the company. Organization and business management.

Transversal:

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.

STCW:

ME.1. A-III/1-4. Function: Controlling the operation of the ship and care for persons on board at the operational level
 ME.2. A-III/1-4.7 Application of leadership and teamworking skills
 ME.3. A-III/1-KUP 4.7.1 Working knowledge of shipboard personnel management and training
 ME.4. A-III/1-KUP 4.7.2 A knowledge of related international maritime conventions and recommendations, and national legislation
 ME.5. A-III/1-KUP 4.7.3 Ability to apply task and workload management, including: .1 planning and coordination, .2 personnel assignment, .3 time and resource constraints, .4 prioritization
 ME.6. A-III/1-KUP 4.7.4 Knowledge and ability to apply effective resource management: .1 allocation, assignment, and prioritization of resources, .2 effective communication on board and ashore, .3 decisions reflect consideration of team experiences, .4 assertiveness and leadership, including motivation, .5 obtaining and maintaining situational awareness
 ME.7. A-III/1-KUP 4.7.5 Knowledge and ability to apply decisionmaking techniques: .1 situation and risk assessment, .2 identify and consider generated options, .3 selecting course of action, .4 evaluation of outcome effectiveness
 ETO.1. A-III/6-CCS 2.5.3 Practical knowledge: Detection of machinery malfunction, location of faults and action to prevent damage
 ETO.2. A-III/6-CCS 3.4.1 Medical aid: Practical application of medical guides and advice by radio, including the ability to take effective action based on such knowledge in the case of accidents or illnesses that are likely to occur on board ship
 ETO.3. A-III/6-3.5 Application of leadership and teamworking skills
 ETO.4. A-III/6-CCS 3.5.1 Working knowledge of shipboard personnel management and training
 ETO.5. A-III/6-CCS 3.5.2 Ability to apply task and workload management, including: .1 planning and co-ordination, .2 personnel assignment, .3 time and resource constraints, .4 prioritization
 ETO.6. A-III/6-CCS 3.5.3 Knowledge and ability to apply effective resource management: .1 allocation, assignment, and prioritization of resources, .2 effective communication on board and ashore, .3 decisions reflect consideration of team experiences, .4 assertiveness and leadership, including motivation, .5 obtaining and maintaining situational awareness

TEACHING METHODOLOGY

- Receive, understand and synthesize knowledge
- Pose and solve problems.
- Develop critical reasoning and spirit. Defend it in oral and written form
- Teamwork through a Business plan.

LEARNING OBJECTIVES OF THE SUBJECT

The main objective of the course is to get the student familiar with the vocabulary and with the basic models of economics and business organization. Therefore, after passing the course, the student should be able to place the company in its environment and to know the management and organization tools that will allow it to achieve its objectives and solve any problems that may arise. The program is structured in such a way that the student makes his conceptual map of his economic environment and the most common business techniques.

In parallel, as a pedagogical method, the student will carry out a simulation of a business plan. This exercise is especially relevant to develop the generic competence in Entrepreneurship and Innovation (Level 1).

In addition, in the case of the HR module (STCW A-III / 1 and A-III / 6) for the Degree in Marine Technologies, the objective is for the student to be able to:

Practice effective leadership behaviors. Communicate clearly and unambiguously. Plan operations and allocate resources as appropriate and with appropriate priority. Exchange information with the rest of the team members on the status of operations and the ship. Make the most effective decisions for each situation. Assign roles to crew members and communicate expected standards and behaviors.

STUDY LOAD

| Type | Hours | Percentage |
|--------------------|-------|------------|
| Hours medium group | 60,0 | 40.00 |
| Self study | 90,0 | 60.00 |

Total learning time: 150 h

CONTENTS

3. Theory of the firm

Description:

Company or market: Transaction costs and specialization.
Innovation and Business creation.
The Naval Industry.
Legal issues and business typologies.

Full-or-part-time: 34h

Theory classes: 7h
Practical classes: 7h
Self study : 20h

2. Economic environment

Description:

Macroeconomic environment: Economic indicators, Economic policy, European community, competitiveness and productivity.
Microeconomic environment: Theory of supply and demand. Market theory. Work market.
Competitive environment: Innovation systems, venture capital markets and globalization.

Full-or-part-time: 55h

Theory classes: 10h
Practical classes: 10h
Self study : 35h

3. Management and finance

Description:

Business and financial management
Accounting analysis (Balance sheet, profit and loss account)
Project evaluation (Deadlock, IRR and NPV)

Full-or-part-time: 55h

Theory classes: 10h
Practical classes: 10h
Self study : 35h

4. Conference of entrepreneurs

Description:

Entrepreneur talks

Specific objectives:

Know real and instructive experiences of entrepreneurs.

Full-or-part-time: 6h

Seminars: 6h

5. Human resources on board and in shipping companies (only GTM)

Description:

Hierarchical structure. Command. Leadership. motivation

Teamwork: Organization of work on board the ship. Organization of work on board the ship. Resource management. Work tools (Eisenhower matrix, Drexler-Sibbet teamwork model, results optimization model)

Leadership: Typology of Leadership. Decision making. Staff training. Communication. Work tools (Hersey-Blanchard model, Maslow's pyramid, SWOT staff)

Related competencies :

A36-3.5.4. A-III/6-CCS 3.5.3 Knowledge and ability to apply effective resource management: .1 allocation, assignment, and prioritization of resources, .2 effective communication on board and ashore, .3 decisions reflect consideration of team experiences, .4 assertiveness and leadership, including motivation, .5 obtaining and maintaining situational awareness

A31-4.7.2. A-III/1-KUP 4.7.2 A knowledge of related international maritime conventions and recommendations, and national legislation

A36-3.5.3. A-III/6-CCS 3.5.2 Ability to apply task and workload management, including: .1 planning and co-ordination, .2 personnel assignment, .3 time and resource constraints, .4 prioritization

A36-3.5.2. A-III/6-CCS 3.5.1 Working knowledge of shipboard personnel management and training

A31-4.7.5. A-III/1-KUP 4.7.5 Knowledge and ability to apply decisionmaking techniques: .1 situation and risk assessment, .2 identify and consider generated options, .3 selecting course of action, .4 evaluation of outcome effectiveness

A31-4.7.1. A-III/1-KUP 4.7.1 Working knowledge of shipboard personnel management and training

A31-4.7.3. A-III/1-KUP 4.7.3 Ability to apply task and workload management, including: .1 planning and coordination, .2 personnel assignment, .3 time and resource constraints, .4 prioritization

A36-3.5.1. A-III/6-3.5 Application of leadership and teamworking skills

A31-4.7.4. A-III/1-KUP 4.7.4 Knowledge and ability to apply effective resource management: .1 allocation, assignment, and prioritization of resources, .2 effective communication on board and ashore, .3 decisions reflect consideration of team experiences, .4 assertiveness and leadership, including motivation, .5 obtaining and maintaining situational awareness

Full-or-part-time: 11h 30m

Theory classes: 3h

Practical classes: 2h

Self study : 6h 30m

GRADING SYSTEM

Final Exam: 50%

Partial Exam: 20%

Business Plan: 20%

Practices: 10%

In the case of the HR module for GTM, a theoretical-practical evaluation of the contents presented is carried out with the idea of assessing their understanding and sufficiency.

EXAMINATION RULES.

- The grade of the specific capacity is based on the business plan.
- The student will be considered Not Presented in the case of no submission of the business plan or not taking the final exam.
- In any case the student cannot have any form of notes during the exam controls.
- The midterm exam does not release any material. The note of the exams will follow the following formula: $\text{Max } \{0.5 * \text{Final exam grade} + 0.2 * \text{Midterm exam grade}; 0.7 * \text{Final exam grade}\}$.

Reevaluation:

- The students that can take the exam of re-evaluation should meet all the requirements to be evaluated and should have a final course grade between 3.0 and 4.9
- Students who meet all the requirements for the exam of re-evaluation will undertake an exam of the same style as the first session final exam including all course content seen in class.
- The final grade is obtained by following the same procedure as the first call by replacing the first session final exam grade for the re-evaluation exam grade
- The final grade to be obtained through the re-evaluation cannot be less than the previous grade and cannot exceed 5.0

BIBLIOGRAPHY

Basic:

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- Salas Fumas, Vicente. Economía de la empresa: decisiones y organización. 2a ed. Barcelona: Ariel, 1996. ISBN 8434420228.
- Valle Zaragoza, Vicente. Derecho civil y mercantil. Madrid: McGraw-Hill, 1996. ISBN 476153694.
- Varian, H.R. Microeconomía intermedia: un enfoque actual. 8a ed. Barcelona: Bosch, 2011. ISBN 9788495348579.
- Castro Abancéns, Ignacio. La Creación de empresas para emprendedores [on line]. 2a ed. Madrid: Pirámide, 2015 [Consultation: 04/10/2021]. Available on : <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=4569972#>. ISBN 9788436834192.
- Mankiw, N.G. Macroeconomía. 6a ed. Barcelona: Bosch, 2007. ISBN 9788495348340.
- Tidd, J.; Bessant, J. Managing innovation: integrating technological, and organizational change. 4a ed. Chichester: John Wiley, 2009. ISBN 9780470998106.
- Besanko, David [et al.]. Economics of strategy. 5a ed. Hoboken, N.J.: Wiley & Sons, 2010. ISBN 9780470484838.
- Mullins, John W. The new business road test : what entrepreneurs and executives should do before writing a business plan. 3rd ed. New York: Pearson ; Financial Times Prentice Hall, 2010. ISBN 9780273732792.
- Vendrell-Herrero, F.; Lafuente, E. Emprender en la era digital: tres casos de emprendedores con teoría integrada. [s.l]: OmniaScience Scholar, 2014. ISBN 9788494211805.

Complementary:

- Drucker, Peter F. The Daily Drucker: 365 day of insight and motivation for getting the right things done. New York: HarperBusiness, 2011. ISBN 0060742445.
- Gregory, Dik ; Gregory, Dik. The Human element: a guide to the human behaviour in the shipping industry. Norwich: The Stationery Office, 2010. ISBN 9780115531200.
- Carnegie, Dale. How to Win Friends and Influence People. London: Arrow (Random), 2012. ISBN 9780091947460.
- Greene, Robert. The 48 laws of power. London: Profile, 1998. ISBN 9781861972781.
- Electro-technical officer. IMO model course 7.08. London: International Maritime Organization, 2014. ISBN 9789280115802.