

## Course guide

### 330225 - EM - Business

**Last modified:** 25/04/2024

**Unit in charge:** Manresa School of Engineering  
**Teaching unit:** 732 - OE - Department of Management.

**Degree:** BACHELOR'S DEGREE IN ICT SYSTEMS ENGINEERING (Syllabus 2010). (Compulsory subject).

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

#### LECTURER

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**Coordinating lecturer:** Vintró Sánchez, Carla

**Others:** Vintró Sánchez, Carla; Fortuny Santos, Jordi

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**Specific:**

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

**Transversal:**

2. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

5. 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.

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 N1. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.

#### TEACHING METHODOLOGY

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The teaching methodology combines expository sessions by the teaching staff and practical applications of the concepts explained, through case studies and solving exercises applied to the ICT sector. 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.

## LEARNING OBJECTIVES OF THE SUBJECT

The main objective of this subject is for the student to know and understand the organization of a company, the functional areas and the main mechanisms that govern its activity, the role that companies have in the economic environment and their relationship with stakeholders, in addition to the main social and environmental impacts derived from the activity. At the end of the course, the student should be able to:

- Contextualize the company in its economic, legal and regulatory environment.
- Know the structure, organization and administration of the company.
- Identify and know the different functional areas of the organization.
- Know the main marketing tools.
- Know the fundamental aspects of the organization and management of operations in the company.
- Know the fundamental aspects of human resources management.
- Analyze economic and financial information to extract information for decision making.
- Prepare a business plan/strategic plan.

## STUDY LOAD

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

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

#### Full-or-part-time: 16h

Theory classes: 4h

Laboratory classes: 4h

Self study : 8h

## 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 and production.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

### 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 competencies :

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

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

### Full-or-part-time: 14h

Theory classes: 2h

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 and production.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

**Full-or-part-time:** 12h

Theory classes: 2h

Laboratory classes: 2h

Self study : 8h

#### 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 and production.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

**Full-or-part-time:** 20h

Theory classes: 6h

Laboratory classes: 6h

Self study : 8h

#### Content title 6. HR AREA

**Description:**

- Organizational structures
- Organizational culture
- Leadership and teamwork: teamwork. Type 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 and production.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

**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 and production.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

**Full-or-part-time:** 12h

Theory classes: 2h

Laboratory classes: 2h

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 and production.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

### 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 and production.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

01 EIN N2. 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.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

**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 and production.

01 EIN N2. 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.

05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

**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 and production.

04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.

01 EIN N2. 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.

**Full-or-part-time:** 34h

Theory classes: 4h

Self study: 30h



## GRADING SYSTEM

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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.

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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

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### Basic:

- Galán Zazo, José Ignacio. Diseño organizativo. 2ª ed. Madrid: Paraninfo, 2014. ISBN 9788428328739.
- Guitart Tarrés, Laura; Núñez Carballosa, Ana. Problemas de economía de la empresa [on line]. Barcelona: Universitat de Barcelona, 2006 [Consultation: 23/06/2021]. Available on: <https://lectura.unebook.es/viewer/9788491685180>. ISBN 8447530256.
- Gutiérrez Aragón, Óscar. Fundamentos de administración de empresas. 2ª ed. Madrid: Pirámide, 2016. ISBN 9788436836523.

### Complementary:

- González Fidalgo, E.; Ventura Victoria, 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.
- Bueno Campos, Eduardo. Curso básico de economía de la empresa: un enfoque de organización. 4ª ed. Madrid: Pirámide, 2005. ISBN 843681911X.
- Grant, Robert M.; Fernández, Zulima; Lorenzo Gómez, José Daniel; Ruiz Navarro, José. Dirección estratégica: conceptos, técnicas y aplicaciones. 5ª ed., 3ª ed. en Civitas. Cizur: Thomson, 2006. ISBN 8447026582.