

Course guide

340028 - EMPR-N3032 - Business

Last modified: 08/02/2024

Unit in charge: Vilanova i la Geltrú School of Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: ARIADNA MARIA LLORENS GARCÍA (primer quadrimestre)
JASMINA BERBEGAL MIRABENT (segon quadrimestre)

Others: Primer quadrimestre:
ARIADNA MARIA LLORENS GARCÍA - Grup: N3011, Grup: N3012
ANNA MARIA MIR SERRA - Grup: N3211
NATHALIE SEGURA CASTRO - Grup: N3011, Grup: N3012

Segon quadrimestre:
JASMINA BERBEGAL MIRABENT - Grup: D4512
ARIADNA MARIA LLORENS GARCÍA - Grup: D4511, Grup: D4512
ANNA MARIA MIR SERRA - Grup: D4611
NATHALIE SEGURA CASTRO - Grup: D4511

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

2. CE6. Adequate knowledge of the concept of business, institutional and legal framework of a company. Organization and Management.

Transversal:

1. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.
3. 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.
5. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.
7. SELF-DIRECTED LEARNING - Level 2: Completing set tasks based on the guidelines set by lecturers. Devoting the time needed to complete each task, including personal contributions and expanding on the recommended information sources.
4. 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

Presentation-synthesis

In the sessions, the teacher makes a summary of the topic. This presentation is intended to be as a working-study guide for students. It explains the different modules, the study material, clarifies doubts and synthesizes the main information about the course.

Each topic will be provided with:

- Power Point presentations used in class and other supplementary material will be available on the Digital Campus.
- Bibliography indicating specific location, preferring to material in electronic format.

Working activities and exercises

- Problems and Exercises for fixing the concepts introduced in the presentation.
- Approach of situations that allow the group builds a shared experience that will serve to advance in the understanding of content (eg, group dynamics, effective communication experiences.) They are based on experiencing different situations in which the experience serves as study material.

Casework and articles

The work on cases or articles will be based on questions raised by the professor. These works must be delivered on the date at the beginning of the session where will be discussed in class. The deadline to submit is specified in the calendar. The teacher may show in the Digital Campus some of the best works delivered to be used as a reference.

The casework seeks to promote the following capabilities:

- Understanding of the situation presented and the ability to synthesize the most relevant issues
- Apply the concepts to practical cases.
- Capturing the complexity of real-life situations, different points of view, and various dimensions of the organizational and management issues
- Ability to exchange views and discuss, and ability to learn from the debate

Practices

Practices are held in groups of up to five members, to be established at the beginning of the course and will be maintained. Throughout the course, there will be three practices where there are problems that will need to apply the knowledge that is being acquired. These practices serve as the backbone of learning, following the principles of project-based learning. For each practical exercise, a dossier will be provided including the objectives, description, date of delivery, and criteria for assessment. Each practice will consist of a report and a presentation at pp.

Oral presentations

Each student will present orally at least once during the term. The days of the presentation are announced at the beginning of the course. On the day of the presentation, the teacher will designate the groups that will carry out the presentation.

Small group and individual tutoring

The teacher will follow up the students' progress and supervise their practices and work, providing feedback on their progress, the degree of achievement of the objectives of their work, giving directions for improvement.

LEARNING OBJECTIVES OF THE SUBJECT

1. Analyse, interpret and explain basic economic phenomena (microeconomics and macroeconomics) and its influence on business decisions.
2. Relate information to make decisions, not very complex, in the economical area of a company.
3. Solve situations related to human resources management of an organization.
4. Taking initiatives, related to entrepreneurship and innovation, that creates market opportunities.

STUDY LOAD

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

Total learning time: 150 h

CONTENTS

- Module 1 company in the economic environment

Description:

Provide an overview of the macroeconomic environment, the relationship between the variables and the framework within which managers make decisions.

Contents

- 1.1. Operators. The company in the economic system
- 1.2. Linkages with the macroeconomic environment
- 1.3. The company as a system
- 1.4. Functions and areas of the company decision making
- 1.5. Types and determinants of organization structure

Specific objectives:

Understanding the interrelationship of the factors that affect macroeconomic dynamics and how this dynamic influence business decisions and results.

Related activities:

- Analyze a newspaper article on the adjustment measures of the government to reduce fiscal deficits, identifying its impact on various economic operators. The main purpose is to evaluate the different opinions, differentiating technical-economic issues from values-political, and be able to express grounded personal opinions.
- Analyze a real business plan as a synthesis of business decisions based on opportunity business. Understanding the interrelationship of business decisions in each area.

Full-or-part-time: 18h

Theory classes: 4h

Self study : 14h

- Module 2 Managing People

Description:

LEADERSHIP AND MOTIVATION OF TEAMS

- 2.1. Motivation
- 2.2. Communication
- 2.3. Teams
- 2.4. Leadership and emotional intelligence

HUMAN RESOURCE MANAGEMENT

- 2.5. Human Resources Planning
- 2.6. Promotion and recruitment
- 2.7. Development techniques: training and motivating
- 2.8. The evaluation of individual and team performance

Specific objectives:

Understanding the basics of human behaviour in organizations, from the scope of managerial skills and human resource management.

Related activities:

- Work individually and perform critical work on a case of company reorganization resulting in a conflict. Discussion group.
- Conduct a role playing on a mediation session in the company in class.
- Working individually and make a critical work on a case of recruitment, leadership and communication the company. Discussion group.
- Working individually and make a critical work on the film "El método"

Full-or-part-time: 32h

Theory classes: 8h

Laboratory classes: 6h

Self study : 18h

- Module 3 Finance function

Description:

- 3.1. The economic and financial structure of the company. Ratings.
- 3.2. Costs, benefits and results.
- 3.3. Evaluation and selection of investments.
- 3.4. The sources of funding.

Related activities:

- Exercise 1: BSI order
- Exercise 2: analyzing a company's balanced
- Exercise 3: analyzing a company undercapitalized
- Exercise 4: analyze and compare two real balances
- Exercise 5: Arrange items in the profit and loss account
- Exercise 6: analyze the income statement of a company and propose solutions
- Exercise 7: Choosing between two projects through the application of NPV and IRR

Practice on real data of a company.

Full-or-part-time: 39h

Theory classes: 10h

Laboratory classes: 8h

Self study : 21h

- Module 4 Introduction to marketing and sales

Description:

Offer a perspective of market orientation and customer, identifying major problems, and learn basic technical and market knowledge for making business decisions.

Contents

- 4.1. Market orientation and customer orientation of competitive businesses.
- 4.2. Market knowledge. Consumer behavior and marketing research.
- 4.3. Operational marketing. Marketing decisions throughout the company.
- 4.4. The product: the quality from a business perspective. Differentiation and identification.
- 4.5. Price: internal and external constraints. Pricing systems.
- 4.6. The promotion and advertising: commercial communications, imaging.
- 4.7. The commercial distribution, channel selection and distribution strategies.

Specific objectives:

Offer a perspective of market orientation and customer, identifying the main problems, and learn basic technical and market knowledge for making business decisions.

Related activities:**Exercises**

- Exercise 1: Market research
- Exercise 2: SWOT
- Exercise 3: Marketing MIX

Practice: you will receive the statement of a case and all necessary data with which the students developed the marketing mix.

Full-or-part-time: 39h

Theory classes: 10h

Laboratory classes: 8h

Self study : 21h

GRADING SYSTEM

In the evaluation of the student will be considered both the work done in group and the achievement of the contents assessed in individual written tests (exams). These exams will consist of one part of short questions or test type, and another of open questions or exercises about the subjects learned both in the lectures and in the practical classes.

In the practical classes, the teachers follow up on the contribution of each student and mentor the development of the assignments. The students will also have a note obtained from the oral presentation of the assignments.

$$\text{FINAL GRADE} = \text{Exams Mark} * 0.6 + \text{Assignments mark} * 0.3 + \text{Oral presentation} * 0.1$$

Students who may be eligible for reevaluation according to academic regulations may improve on a written exam only the corresponding mark "Exams Mark", which has a weight of 60% on the final grade of the subject, as indicated in the formula above.

BIBLIOGRAPHY

Basic:

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- Amat Salas, Oriol. Análisis económico financiero [on line]. 20a ed. Barcelona: Gestión 2000, 2008 [Consultation: 13/02/2024]. Available on : <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=4641842>. ISBN 9788496612945.
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- Chalvin, Dominique. Cómo resolver los pequeños conflictos en el trabajo. 2a ed. Bilbao: Deusto, 2002. ISBN 8423419584.
- Acland, Andrew Floyer. Como utilizar la mediación para resolver conflictos en las organizaciones. Barcelona: Paidós, 1993. ISBN 8475098452.