

## Course guide

### 220322 - 220322 - Business Management Aeronautics

**Last modified:** 19/04/2023

**Unit in charge:** Terrassa School of Industrial, Aerospace and Audiovisual Engineering  
**Teaching unit:** 732 - OE - Department of Management.

**Degree:** MASTER'S DEGREE IN AERONAUTICAL ENGINEERING (Syllabus 2014). (Optional subject).  
MASTER'S DEGREE IN SPACE AND AERONAUTICAL ENGINEERING (Syllabus 2016). (Optional subject).

**Academic year:** 2023    **ECTS Credits:** 5.0    **Languages:** English

#### LECTURER

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**Coordinating lecturer:** Silvia Rodriguez Donaire

**Others:**

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**Specific:**

CEEAEROP1. MUEA/MASE: The ability to analyse airport operations, planning and air transport (specific competency for the specialisation in Airports).

CEEAEROP2. MUEA/MASE: The ability to design and calculate airport installations (specific competency for the specialisation in Airports).

CEEAEROP3. MUEA/MASE: The ability to apply analytical and business management techniques to aeronautical companies (specific competency for the specialisation in Airports).

#### TEACHING METHODOLOGY

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The course is divided in two parts:

- Theory classes
- Practical classes
- Self-study for doing exercises and external activities.

In the theory classes, teacher will introduce the theoretical basis of the concepts and methods. The teacher will illustrate them with examples appropriate to facilitate their understanding.

In the practical classes (in and out of the classroom), teacher guide students in applying theoretical concepts to solve problems in a pseudo-real scenario, always using critical reasoning. We propose that students solve a situation in and outside the classroom in small groups, to promote contact and use the basic tools needed to solve problems.

Students, independently, need to work individually on the materials provided by the teacher and the outcomes of the sessions of exercises/problems, in order to fix and assimilate the concepts.

Laptops are required to perform the classroom activities.

The teacher provide the syllabus of the course by ATENEA. However, the course will be energized and monitored through an external online platform.

## LEARNING OBJECTIVES OF THE SUBJECT

This course aims to give a global perspective of how organization operates, applying all these concepts in a practical example related with the especiality.

The main objective of this course is:

- (1) to provide students a set of tools within the existing strategic management framework, and
- (2) to develop competencies that allow them to think, act, talk, and process information like a manager.

To carry out these objectives are considered necessary to combine theoretical and specific techniques through practical application (PBL, Problem Based Learning).

## STUDY LOAD

Type	Hours	Percentage
Hours small group	15,0	12.00
Self study	80,0	64.00
Hours large group	30,0	24.00

**Total learning time:** 125 h

## CONTENTS

### Module 1: Strategic Management for aeronautical companies

#### Description:

During this course, we will develop all the strategic management elements required to design a successful business plan for an aeronautical company

#### Related activities:

- Strategy concept
- Business Statement
- Situation Analysis
- Strategic Objectives & SMART goals
- Business Model CANVAS
- Customer Segmentation
- Value Proposition
- Stakeholder analysis
- Financial Plan
- Action and Control

#### Full-or-part-time: 60h

Theory classes: 30h

Self study : 30h

## Module 2: Strategic Management Practice

### Description:

In this module we will apply the strategic management concept into a practical scenario.

### Related activities:

- Business Model CANVAS
- Business Statement
- Situation Analysis
- Strategic Objectives & SMART goals
- Segmentation
- Marketing (offline & online)
- Stakeholder analysis
- Financial Plan
- Business Strategy
- Action and Control

**Full-or-part-time:** 65h

Practical classes: 15h

Self study : 50h

## GRADING SYSTEM

The final grade depends on the following assessment criteria:

- Quiz, weight: 20%
- In class group activities, weight: 10%
- Project activity, weight: 50%
- Individual Exercises, weight: 20%

There is a final exam to improve the grades of the individual activities (exercises & quizzes).

The unsatisfactory results of the group activity (Project activity) will be redirected through an individual complementary activity to be held before the day fixed for the final exam. This complementary activity can be accessed by students with a score lower than 5.0 the act of evaluation. The rating of this complementary activity scored between 0 and 5. The grade for the application of renewal replace the initial qualification provided that it is superior.

For those students who meet the requirements and submit to the reevaluation examination, the grade of the reevaluation exam will replace the grades of all the on-site written evaluation acts (tests, midterm and final exams) and the grades obtained during the course for lab practices, works, projects and presentations will be kept.

If the final grade after reevaluation is lower than 5.0, it will replace the initial one only if it is higher. If the final grade after reevaluation is greater or equal to 5.0, the final grade of the subject will be pass 5.0.

## BIBLIOGRAPHY

### Basic:

- Grant, Robert M. Contemporary strategy analysis. 8th ed. Chichester, UK: John Wiley & Sons, 2012. ISBN 9780470747100.
- Osterwalder, A.; Pigneur, Y. Business model generation: a handbook for visionaries, game changers, and challengers [on line]. Hoboken, NJ: John Wiley & Sons, 2010 [Consultation: 03/05/2022]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upccatalunya-ebooks/detail.action?pq-origsite=primo&docID=581476>. ISBN 9780470876411.
- Osterwalder, A. [et al.]. Value proposition design: how to create products and services customers want. Hoboken, NJ: John Wiley & Sons, 2015. ISBN 9781118968055.
- Grant, Robert M. Cases to accompany contemporary strategy analysis. 7th ed. Chichester, UK: John Wiley & Sons, 2010. ISBN 9780470686331.



## RESOURCES

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**Other resources:**

- Slides and Hand outs
- Case Study collection
- Articles and Papers