

Course guide

240EI525 - 240EI525 - Business and Organization Management

Last modified: 02/07/2025

Unit in charge: Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: MASTER'S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2012). (Optional subject).
MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Compulsory subject).
MASTER'S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2019). (Optional subject).

Academic year: 2025 **ECTS Credits:** 4.5 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: DIDIER CAMILLE GRIMALDI

Primer quadrimestre:
DIDIER CAMILLE GRIMALDI - Grup: 11, Grup: 21, Grup: 31

Others: Primer quadrimestre:
DIDIER CAMILLE GRIMALDI - Grup: 11, Grup: 21, Grup: 31
CARLES MARTINEZ-MARI AGELL - Grup: 21

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CEMEI09. Knowledge and abilities to organise and manage companies.
CEMEI10. Knowledge and strategy and planning abilities applied to different organizational structures.
CEMEI11. Knowledge in Labour and Commercial Law.
CEMEI12. Knowledge in financial and cost accounting.

Generical:

CGMEI06. (ENG) Gestionar tècnica i econòmicament projectes, instal·lacions, plantes, empreses i centres tecnològics.
CGMEI07. (ENG) Poder exercir funcions de direcció general, direcció tècnica i direcció de projectes I+D+i en plantes, empreses i centres tecnològics.

Transversal:

CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.

Basic:

CB7. (ENG) Que els estudiants sàpiguin aplicar els coneixements adquirits i la seva capacitat de resolució de problemes en entorns nous o poc coneguts dintre de contextos més amplis (o multidisciplinars) relacionats amb la seva àrea d'estudi.

TEACHING METHODOLOGY

Lecture
Autonomous learning
Problem-based learning and case discussion

LEARNING OBJECTIVES OF THE SUBJECT

- Have knowledge of the operation of the company as an open system with continuous relationship with the environment, of the functions of key business and the nature of the managerial function.
- Ability to use management tools and technologies for planning and implementing business strategies, making managerial decisions, solving problems and managing projects or units organizational
- Have the ability to analyze economic information and evaluate the impact of business decisions on the economic and financial situation of the company.
- Understand the specific concepts, principles and tools of the administration and management of companies and organizations: This objective focuses on acquiring a solid foundation in the fundamental theories and practices that govern the business and organizational world.
- Acquire a global and integrated vision of the organization: The goal is to develop the ability to understand how the different functions and departments of an organization interact and contribute to the overall goals of the company.
- Formulate effective policies and business strategies: This objective involves the ability to create strategies and policies that guide the organization towards its sustained success, taking into account the competitive environment and market trends.
- Analyze economic and financial information to make informed management decisions: Develop skills to interpret and use economic and financial information to make decisions that optimize resource management and business results.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	13,5	12.00
Hours large group	27,0	24.00
Self study	72,0	64.00

Total learning time: 112.5 h

CONTENTS

1. The administrative process

Description:

Introduction to the management of organizations: concept of managerial person and levels of management
 Brief history of business management.
 The administrative process and its functions.
 Corporate social responsibility and business ethics
 Classification of organizations.
 Leading in a global environment.

Full-or-part-time: 21h 30m

Theory classes: 5h

Practical classes: 2h 30m

Self study : 14h

2.Strategic Planning

Description:

1st part: Strategy

Introduction to strategic planning: basic concepts (mission, vision, values, strategy, competitive advantage, etc.).

Strategic analysis: internal and external.

Business strategy and business models.

2nd part: Marketing

Marketing mix. Decisions on product, price, distribution and communication. Market research and segmentation. positioning

Full-or-part-time: 25h

Theory classes: 6h

Practical classes: 3h

Self study : 16h

3. Organization

Description:

Introduction to the organization function

Organizational structure: concept and type

Organizational culture

Full-or-part-time: 25h

Theory classes: 6h

Practical classes: 3h

Self study : 16h

4. Direction

Description:

Introduction to the management function. Management as responsible for making decisions.

Change and conflict management. Managerial people as leaders.

Full-or-part-time: 25h

Theory classes: 6h

Practical classes: 3h

Self study : 16h

5. Control

Description:

Introduction to the control function and, specifically, to financial control.

Basic notions of accounting.

Economic-financial analysis

Costs for decision-making. Investment and financing decisions

Full-or-part-time: 16h

Theory classes: 4h

Practical classes: 2h

Self study : 10h

GRADING SYSTEM

Continuous assessment 50%

Final Exam 50%

BIBLIOGRAPHY

Basic:

- Fernández, Esteban; Junquera, Beatriz; del Brío, Jesús Angel. Iniciación a los negocios para ingenieros : aspectos funcionales. Madrid: Paraninfo, 2008. ISBN 9788497326810.
- Fernández, Esteban; Junquera, Beatriz; del Brío, Jesús Angel. Iniciación a los negocios : aspectos directivos. Madrid: Paraninfo, 2008. ISBN 9788497326643.
- Fuentes, M. del Mar; Cordón, Eulogio. coord. Fundamentos de dirección y administración de empresas. 3a ed. Madrid: Pirámide, 2014. ISBN 9788436833997.
- Iborra, María ; Dasí, Àngels; Dolz, Consuelo; Ferrer, Carmen. Fundamentos de dirección de empresas. 2a ed. Madrid: Paraninfo, 2014. ISBN 9788428399227.
- Moyano, J. ; Bruque, S. ; Maqueira, J. M. ; Fidalgo, F. A. M. ; Martínez, P. J.. Administración de empresas : un enfoque teórico-práctico [on line]. Madrid: Pearson Prentice Hall, 2011 [Consultation: 12/06/2025]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=3038. ISBN 9788483227527.
- Stephen Robbins. Management. eleventh edition. New York : McGraw-Hill, 2012. ISBN 978-0-13-216384-2.

Complementary:

- Martínez Costa, Carme. Administració d'empreses : problemes resolts [on line]. 2a ed. Barcelona: Edicions UPC, 2007 [Consultation: 17/06/2025]. Available on: <https://upcommons.upc.edu/handle/2117/77025>. ISBN 9788483019399.
- Garrido Miralles, Pascual; Íñiguez Sánchez, Raul. Análisis de estados contables : elaboración e interpretación de la información financiera : adaptado al Real Decreto 1/2021. 5th ed. Madrid: Ediciones Pirámide (Grupo Anaya, S.A.), 2021. ISBN 9788436844856.
- Ventura Victoria, Juan. Análisis estratégico de la empresa. Madrid: Paraninfo, cop. 2008. ISBN 9788497323024.