Course guide

220322 - 220322 - Business Management Aeronautics

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: 2022  ECTS Credits: 5.0  Languages: English

LECTURER

Coordinating lecturer: Silvia Rodriguez Donaire

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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

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**

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>80,0</td>
<td>64.00</td>
</tr>
<tr>
<td>Hours large group</td>
<td>30,0</td>
<td>24.00</td>
</tr>
<tr>
<td>Hours small group</td>
<td>15,0</td>
<td>12.00</td>
</tr>
</tbody>
</table>

**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:
RESOURCES

Other resources:
- Slides and Hand outs
- Case Study collection
- Articles and Papers