



Course guides

330062 - EM - Business

Last modified: 29/07/2020

Unit in charge: Manresa 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 ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2016). (Compulsory subject).
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2016). (Compulsory subject).
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2016). (Compulsory subject).
BACHELOR'S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2017). (Optional subject).

Academic year: 2020 **ECTS Credits:** 6.0 **Languages:** Catalan, English

LECTURER

Coordinating lecturer: MARC BERNADICH MARQUEZ (GRUPS 10 I 20) - JORDI FRANCH PARELLA (GRUP 30)

Others: JORDI FORTUNY SANTOS - ANTONI VILADOMAT VERS

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. (ENG) Coneixement adient del concepte d'empresa, el seu marc institucional i jurídic. Organització i gestió d'empreses.

Transversal:

2. 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.
3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
4. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

TEACHING METHODOLOGY

LEARNING OBJECTIVES OF THE SUBJECT

STUDY LOAD

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



Total learning time: 150 h

CONTENTS

(ENG) 1. L'emprenedor, l'empresa i el seu entorn

Full-or-part-time: 60h

Theory classes: 8h

Laboratory classes: 8h

Self study : 44h

(ENG) 2. Àrees funcionals

Full-or-part-time: 28h

Theory classes: 8h

Laboratory classes: 8h

Self study : 12h

(ENG) 3. Gestió de l'empresa

Full-or-part-time: 28h

Theory classes: 8h

Laboratory classes: 8h

Self study : 12h

(ENG) 4. I Pla d'Empresa

Full-or-part-time: 34h

Theory classes: 6h

Laboratory classes: 6h

Self study : 22h

ACTIVITIES

(ENG) 1. PRÀCTIQUES D'EMPRESA

Full-or-part-time: 40h

Laboratory classes: 8h

Self study: 32h

(ENG) 2. ELABORACIÓ I DEFENSA D'UN PLA ESTRATÈGIC/EMPRESA

Full-or-part-time: 29h

Theory classes: 4h

Laboratory classes: 4h

Self study: 21h



(ENG) 3. EXAMEN ESCRIT

Full-or-part-time: 28h
Theory classes: 4h
Self study: 24h

GRADING SYSTEM

BIBLIOGRAPHY

Basic:

- Bueno Campos, E.; Cruz Roche, Ignacio; Durán Herera, Juan José. Economía de la empresa: análisis de las decisiones empresariales. 3ª ed. act y aum. Madrid: Pirámide, 1982. ISBN 8436802071.
- Aguer Hortal, Mario; Pérez Gorostegui, Eduardo; Martínez Sánchez, Joan. Administración y dirección de empresas: teoría y ejercicios resueltos. Madrid: Centro de Estudios Ramón Areces, 2004. ISBN 8480046635.
- Díez de Castro, Emilio; Galán González, José Luis; Martín Armario, Enrique. Introducción a la economía de la empresa. Madrid: Pirámide, 1995. ISBN 8436808924.
- Díez de Castro, Emilio, i altres. Administración y dirección. Madrid: McGraw-Hill, 2001. ISBN 8448128184.
- García del Junco, J.; Casanueva Rocha, C., eds. Fundamentos de gestión empresarial. Madrid: Pirámide, 2002. ISBN 8436816439.
- Bueno Campos, Eduardo. Curso básico de economía de la empresa: un enfoque de organización. 4ª ed. Madrid: Pirámide, 2005. ISBN 843681911X.
- Grant, Robert M. Dirección estratégica: conceptos, técnicas y aplicaciones. 5ª ed. Cizur: Thomson, 2006. ISBN 8447026582.
- Castillo, A. M., ed. Introducción a la economía y administración de empresas. Madrid: Pirámide, 2003. ISBN 9788436817140.
- Stimpson, Peter; Farquharson, Alastair. Business studies. 2nd ed. Cambridge: Cambridge University Press, 2010. ISBN 9780521126564.

Complementary:

- Milgrom, P. R.; Roberts, J. Economics, organization and management. Englewood Cliffs: Prentice-Hall International, 1992. ISBN 0132239671.
- Alegre, Luis; Berné, Carmen; Galvé, Carmen. Fundamentos de economía de la empresa: perspectiva funcional. 2ª ed. act. Barcelona: Ariel, 2000. ISBN 8434421771.
- Cuervo García, A., dir. Introducción a la administración de empresas. 5ª ed. Madrid: Civitas, 2004. ISBN 844702198X.
- González, E.; Ventura, 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: 05/03/2018]. Available on: <http://hdl.handle.net/2099.3/36751>. ISBN 8483018624.

RESOURCES

Audiovisual material:

- Vídeos de casos d'empreses

Computer material:

- Software de gestió d'empreses