Course guide
220003 - E - Business

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

Degree: BACHELOR’S DEGREE IN AEROSPACE TECHNOLOGY ENGINEERING (Syllabus 2010). (Compulsory subject).
BACHELOR’S DEGREE IN AEROSPACE VEHICLE ENGINEERING (Syllabus 2010). (Compulsory subject).

Academic year: 2022  ECTS Credits: 6.0  Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: Pep Simo
Others: Irene Trullàs

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

Transversal:
01 EIN N1. 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.

Basic:
CB02. That students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study.
TEACHING METHODOLOGY

The course is divided into three parts:

* Theory classes

* Practical classes

* Self-study for doing exercises and activities.

In theory classes, teachers will introduce the theoretical basis of the concepts, methods and results illustrating them with examples appropriate to facilitate their understanding.

In practical classes (at the classroom), teachers guide students in applying theoretical concepts to solve problems, always basing critical reasoning. We propose that students solve exercises in and outside the classroom, to promote contact and use the basic tools needed to solve problems.

Students, independently, need work on material provided by teachers and the outcomes of the sessions of exercises and problems, in order to fix and assimilate the concepts.

Teachers provide a curriculum and monitoring of activities (by ATENEA).

LEARNING OBJECTIVES OF THE SUBJECT

The course introduces the concepts, principles and basics of economics and management and organization of aeronautical enterprises. From the introduction of the strategy and planning concepts, the course covers the three main functions of a company: marketing, finance and operations.

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group</td>
<td>28,0</td>
<td>18.67</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours large group</td>
<td>32,0</td>
<td>21.33</td>
</tr>
</tbody>
</table>

**Total learning time:** 150 h
# CONTENTS

## Economy

**Description:**
Introduction: Principles of Economics  
Micro-economics  
Macro-economics  
International trade  

**Full-or-part-time:** 31h  
Theory classes: 13h  
Self study: 18h  

## Concepts of Business

**Description:**
What is an organization  
What is a company  
Entrepreneurship  
The generation of ideas / entrepreneurs  
Organizational structure  

**Full-or-part-time:** 11h  
Theory classes: 4h  
Self study: 7h  

## Financial Management

**Description:**
Budget management  
Accounting: The accounting books  
Analysis of accounting information and determine the economic and financial situation of the company  

**Full-or-part-time:** 42h  
Theory classes: 17h  
Self study: 25h  

## Marketing Management

**Description:**
Marketing Plan  
Strategic Marketing  
Operational Marketing  

**Full-or-part-time:** 33h  
Theory classes: 13h  
Self study: 20h
Operations Management

Description:
Introduction to Operations Management
Strategic decisions in Operations Management
Tactical decisions in Operations Management
Lean Manufacturing

Full-or-part-time: 33h
Theory classes: 13h
Self study: 20h

ACTIVITIES

THEORY CLASSES

Description:
Preparation before and after the theory classes and assistance to these classes.

Specific objectives:
Transferring the knowledge for a right interpretation of the content developed for large group meetings, resolution of questions regarding the syllabus of the course and development of generic competence on entrepreneurship and innovation level 1.

Material:
Materials of the course.

Official websites (Internet).

Recommended textbooks.

Related competencies:
CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management
01 EIN N1. 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.

Full-or-part-time: 43h
Theory classes: 28h
Self study: 15h
**PRACTICAL CLASSES**

**Description:**
Preparation before and after the practical classes and assistance to these classes.

**Specific objectives:**
Acquire the skills for a right interpretation of the problems of the subject, as well as a satisfactory resolution of these problems. Development of generic competition on entrepreneurship and innovation level 1.

**Material:**
Materials of the course. Official websites (Internet). Recommended textbooks.

**Related competencies:**
CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management
01 EIN N1. 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.

**Full-or-part-time:** 43h
Theory classes: 28h
Self study: 15h

---

**PROJECT OF BUSINESS PLAN**

**Description:**
Groups of 4 students where they will apply the principles introduced in the aeronautical sector.

**Specific objectives:**
Apply the principles introduced in Units.

Generic: Entrepreneurship and innovation (special assessment), Analysis and Synthesis, Efficient use of information resources, Teamwork, Autonomous learning, and Written communication.

**Material:**
Formulation of the exercise (ATENEA).

Materials of the course. Official websites (Internet). Recommended textbooks.

**Delivery:**
The report of the activity is delivered in digital format.

**Related competencies:**
CE06. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management
01 EIN N1. 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.

**Full-or-part-time:** 31h
Theory classes: 1h
Self study: 30h
GRADING SYSTEM

The final score depends on five assessments:

* Continuous assessment work (TAC1): 20%
* Continuous assessment work (TAC2): 20%
* Continuous assessment work (TAC3): 20%
* Continuous assessment work (TAC4): 10%
* Project (Proj): 30%

Students will be able to improve their performance on the final exam (ExFin).

Qualification = Max [ExFin, (0.2*TAC1 + 0.2*TAC2 + 0.2*TAC3 + 0.1*TAC4 +0.30*Proj )]

The generic skills are exceeded only by participating actively in the project.

BIBLIOGRAPHY

Basic:

RESOURCES

Other resources:
- Transparencies of each module of the subject.
- Pack of exercises and problems of each module of the subject.