

220003 - Business

Coordinating unit: 205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: BACHELOR'S DEGREE IN AEROSPACE TECHNOLOGY ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN AEROSPACE VEHICLE ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
ECTS credits: 6 Teaching languages: Catalan, Spanish

Teaching staff

Coordinator: Simo Guzman, Pep
Others: Trullas Casasayas, Irene
Resa Navarro, Javier

Degree competences to which the subject contributes

Specific:

1. An adequate understanding of business concepts and the institutional and legal framework of companies. An understanding of business organisation and management

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.

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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

Total learning time: 150h	Hours large group:	32h	21.33%
	Hours medium group:	28h	18.67%
	Self study:	90h	60.00%

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Content

Economy	Learning time: 31h Theory classes: 13h Self study : 18h
Description: Introduction: Principles of Economics Micro-economics Macro-economics International trade	
Concepts of Business	Learning time: 11h Theory classes: 4h Self study : 7h
Description: What is an organization What is a company Entrepreneurship The generation of ideas / entrepreneurs Organizational structure	
Financial Management	Learning time: 42h Theory classes: 17h Self study : 25h
Description: Budget management Accounting: The accounting books Analysis of accounting information and determine the economic and financial situation of the company	
Marketing Management	Learning time: 33h Theory classes: 13h Self study : 20h
Description: Marketing Plan Strategic Marketing Operational Marketing	



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Operations Management	Learning time: 33h Theory classes: 13h Self study : 20h
<p>Description:</p> <ul style="list-style-type: none">Introduction to Operations ManagementStrategic decisions in Operations ManagementTactical decisions in Operations ManagementLean Manufacturing	

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Planning of activities

THEORY CLASSES	Hours: 43h Theory classes: 28h Self study: 15h
<p>Description: Preparation before and after the theory classes and assistance to these classes.</p> <p>Support materials: Materials of the course. Official websites (Internet). Recommended textbooks.</p> <p>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.</p>	
PRACTICAL CLASSES	Hours: 43h Theory classes: 28h Self study: 15h
<p>Description: Preparation before and after the practical classes and assistance to these classes.</p> <p>Support materials: Materials of the course. Official websites (Internet). Recommended textbooks.</p> <p>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.</p>	
1ST MID-TERM EXAM	Hours: 16h Theory classes: 1h Self study: 15h
<p>Description: Written and individual test.</p> <p>Support materials: Formulation of the test</p>	

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Descriptions of the assignments due and their relation to the assessment:

Students will give their resolution.

Specific objectives:

The test must demonstrate that the student has acquired and assimilated the concepts.

2ND MID-TERM EXAM

Hours: 17h

Theory classes: 2h

Self study: 15h

Description:

Written and individual test.

Support materials:

Formulation of the test.

Descriptions of the assignments due and their relation to the assessment:

Students will give their resolution.

Specific objectives:

The test must demonstrate that the student has acquired and assimilated the concepts.

PROJECT OF BUSINESS PLAN

Hours: 31h

Theory classes: 1h

Self study: 30h

Description:

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

Support materials:

Formulation of the exercise (ATENEA).

Materials of the course.

Official websites (Internet).

Recommended textbooks.

Descriptions of the assignments due and their relation to the assessment:

The report of the activity is delivered in digital format.

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.

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Qualification system

The final score depends on four assessments:

- * 1st mid-semester exam (ExPar1): 20%
- * 2nd mid-semester exam (ExPar2): 20%
- * Project (Proj): 45%
- * Practices (Prac): 15%

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

Qualification = Max [ExFin, (0.2*ExPar1 + 0.2*ExPar2 + 0.45*Proj + 0.15*Prac)]

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

Bibliography

Basic:

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Others resources: