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.
220003 - Business

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>Total learning time: 150h</th>
<th>Hours large group: 32h</th>
<th>21.33%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 28h</td>
<td>18.67%</td>
</tr>
<tr>
<td></td>
<td>Self study: 90h</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
## Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Learning time: 31h</th>
<th>Description:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Introduction: Principles of Economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Micro-economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Macro-economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>International trade</td>
</tr>
<tr>
<td>Concepts of Business</td>
<td>Learning time: 11h</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Theory classes: 4h</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self study: 7h</td>
</tr>
<tr>
<td>Financial Management</td>
<td>Learning time: 42h</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Theory classes: 17h</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self study: 25h</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Learning time: 33h</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Theory classes: 13h</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Self study: 20h</td>
</tr>
</tbody>
</table>

### Description:
- **Economy**
  - Introduction: Principles of Economics
  - Micro-economics
  - Macro-economics
  - International trade
- **Concepts of Business**
  - What is an organization
  - What is a company
  - Entrepreneurship
  - The generation of ideas / entrepreneurs
  - Organizational structure
- **Financial Management**
  - Budget management
  - Accounting: The accounting books
  - Analysis of accounting information and determine the economic and financial situation of the company
- **Marketing Management**
  - Marketing Plan
  - Strategic Marketing
  - Operational Marketing
<table>
<thead>
<tr>
<th>Operations Management</th>
<th>Learning time: 33h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 13h</td>
</tr>
<tr>
<td></td>
<td>Self study: 20h</td>
</tr>
</tbody>
</table>

**Description:**
- Introduction to Operations Management
- Strategic decisions in Operations Management
- Tactical decisions in Operations Management
- Lean Manufacturing
## Planning of activities

| THEORY CLASSES | Hours: 43h  
Theory classes: 28h  
Self study: 15h |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Preparation before and after the theory classes and assistance to these classes.</td>
</tr>
<tr>
<td><strong>Support materials:</strong></td>
<td>Materials of the course.</td>
</tr>
<tr>
<td></td>
<td>Official websites (Internet).</td>
</tr>
<tr>
<td></td>
<td>Recommended textbooks.</td>
</tr>
<tr>
<td><strong>Specific objectives:</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>

| PRACTICAL CLASSES | Hours: 43h  
Theory classes: 28h  
Self study: 15h |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Preparation before and after the practical classes and assistance to these classes.</td>
</tr>
<tr>
<td><strong>Support materials:</strong></td>
<td>Materials of the course.</td>
</tr>
<tr>
<td></td>
<td>Official websites (Internet).</td>
</tr>
<tr>
<td></td>
<td>Recommended textbooks.</td>
</tr>
<tr>
<td><strong>Specific objectives:</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>

| 1ST MID-TERM EXAM | Hours: 16h  
Theory classes: 1h  
Self study: 15h |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Written and individual test.</td>
</tr>
<tr>
<td><strong>Support materials:</strong></td>
<td>Formulation of the test</td>
</tr>
</tbody>
</table>
2ND MID-TERM EXAM

**Description:**
Written and individual test.

**Support materials:**
Formulation of the test.

**Specific objectives:**
The test must demonstrate that the student has acquired and assimilated the concepts.

### Hours
Theory classes: 2h
Self study: 15h

---

PROJECT OF BUSINESS PLAN

**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.

**Specific objectives:**
The test must demonstrate that the student has acquired and assimilated the concepts.

### Hours
Theory classes: 1h
Self study: 30h

---

**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.
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).

\[
\text{Qualification} = \max(\text{ExFin}, 0.2 \times \text{ExPar1} + 0.2 \times \text{ExPar2} + 0.45 \times \text{Proj} + 0.15 \times \text{Prac})
\]

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

**Bibliography**

**Basic:**


**Others resources:**