Course guides
220095 - 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 INDUSTRIAL TECHNOLOGY ENGINEERING (Syllabus 2010). (Compulsory subject).
Academic year: 2021 ECTS Credits: 6.0 Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: Garcia Parra, Mercedes
Others: Resa Navarro, Javier
Prats Moreno, Jordi
Muñoz Sorolla, Jose David

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:
3. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.

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 industrial enterprises. The course covers two of the three main functions of a company: marketing and finance. The third function is coursled in the subject: Operations Management.
STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>90.0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>28.0</td>
<td>18.67</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

Concepts of Business

Description:
1. 1. Concept of companies
1. 2. Types of companies
1. 3. Business plan
1.4. The areas of the company

Related activities:
Activity 1: Theory/Large groups sessions
Activity 2: Exercises/Medium groups sessions
Activity 3: Mid-Semester Exam
Activity 5: Case Study

Full-or-part-time: 22h
Theory classes: 6h
Practical classes: 6h
Self study: 10h

Marketing Management

Description:
3.1. Analytical Marketing
3.2. Strategic marketing
3.3. Operational Marketing
3.4. The marketing plan

Related activities:
Activity 1: Theory/Large groups sessions
Activity 2: Exercises/Medium groups sessions
Activity 3: Mid-Semester Exam
Activity 5: Case Study

Full-or-part-time: 59h
Theory classes: 11h 30m
Practical classes: 10h
Self study: 37h 30m
**Financial Management**

**Description:**
2.1. Financial statements
2.2. Budget management
2.3. Economic and financial analysis
2.4. Financial plan

**Related activities:**
Activity 1: Theory/Large groups sessions
Activity 2: Exercises/Medium groups sessions
Activity 4: Final Exam
Activity 5: Case Study

**Full-or-part-time:** 59h
Theory classes: 11h 30m
Practical classes: 10h
Self study : 37h 30m

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**Economy**

**Description:**
4.1. Introduction: Principles of Economics
4.2. Micro-economics
4.3. Macro-economics

**Related activities:**
Activity 1: Theory/Large groups sessions
Activity 2: Exercises/Medium groups sessions
Activity 4: Final Exam
Activity 5: Case Study

**Full-or-part-time:** 10h
Theory classes: 3h
Practical classes: 2h
Self study : 5h
## ACTIVITIES

### ACTIVITY 1: THEORY/LARGE GROUPS SESSIONS

**Description:**
Preparation before and after the theory sessions and attendance

**Specific objectives:**
Transfer the necessary knowledge for a correct interpretation of the contents in the large group sessions, resolving doubts about the content of the course and generic skills development.

**Material:**
- Notes posted to the Atenea platform.
- General literature of the course.

**Delivery:**
During some sessions, exercises will be conducted in the class, individually or in small groups.

**Full-or-part-time:** 44h
- Theory classes: 28h
- Self study: 16h

### ACTIVITY 2: EXERCISES/MEDIUM GROUPS SESSIONS

**Description:**
Preparation before and after the practical classe and attendance to these classes

**Specific objectives:**
Acquire the necessary skills for a correct interpretation of the problems of the course, and their satisfactory resolution. Preparation for the practical part of exams of the course. Development of generic skills.

**Material:**
- Notes posted to the Atenea platform.
- General literature of the course.
- Exercises on the Atenea platform.
- Problem portfolio for the course.

**Delivery:**
During these sessions, exercises will be conducted in class or virtually, individually or in small groups. It represents 30% of the final course grade

**Full-or-part-time:** 42h
- Practical classes: 28h
- Self study: 14h
ACTIVITY 3: MID-SEMESTER EXAM

Description:
Individual and writing assessment about the contents of module 1 and 2.

Specific objectives:
The exam must demonstrate that the student has acquired and assimilated the concepts, principles and fundamentals related to module 1 and 2.

Material:
Instructions and terms for the mid-semester exam

Delivery:
The hand-in will be the result of the exam.
It represents 20% of the final course grade.

Full-or-part-time: 16h
Theory classes: 2h
Self study: 14h

ACTIVITY 4: FINAL EXAM

Description:
Individual and writing assessment about the contents of module 3 and 4.

Specific objectives:
The exam must demonstrate that the student has acquired and assimilated the concepts, principles and fundamentals related to module 3 and 4.

Material:
Instructions and terms for the final exam

Delivery:
The hand-in will be the result of the exam.
It represents 20% of the final course grade.

Full-or-part-time: 16h
Theory classes: 2h
Self study: 14h
ACTIVITY 5: CASE STUDY

Description:
Groups of 4 students where they will apply the principles introduced in units 1, 2, 3 and 4 in the industrial sector.

Specific objectives:
Summary exercise of all modules of the course to determine the acquisition and assimilation of all the concepts and techniques discussed in the course.

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.
The delivery date is one week before the last class.
This activity represents 30% of the final grade for the course.

Full-or-part-time: 32h
Self study: 32h

GRADING SYSTEM

The final grade depends on the following assessment criteria:
- Activity 2 exercises, weight: 30%
- Activity 3 mid-semester exam, weight: 20%
- Activity 4 final exam, weight: 20%
- Activity 5 case study, weight: 30%

The unsatisfactory results of the mid-semester exam (activity 3) can redirect using a written test to be held the same day fixed for the final exam (activity 4). This test, with score between 0 and 10, can be accessed by all students enrolled. The grade obtained by the application of the renewal will replace the initial grade, as long as it is higher.

EXAMINATION RULES.

Activities 2 and 5 will be undertaken individually and/or in groups and written.
Activities 3 and 4 will be undertaken individually and written.
BIBLIOGRAPHY

Basic:

Complementary:

RESOURCES

Other resources:
- Problem portfolio for the course.
- Transparencies of every module