

230021 - EIM - Economics and Management

Coordinating unit: 230 - ETSETB - Barcelona School of Telecommunications Engineering
 Teaching unit: 732 - OE - Department of Management
 Academic year: 2019
 Degree: BACHELOR'S DEGREE IN NETWORK ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
 BACHELOR'S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
 BACHELOR'S DEGREE IN TELECOMMUNICATIONS SCIENCE AND TECHNOLOGY (Syllabus 2010). (Teaching unit Compulsory)
 BACHELOR'S DEGREE IN ELECTRONIC SYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
 BACHELOR'S DEGREE IN AUDIOVISUAL SYSTEMS ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
 BACHELOR'S DEGREE IN TELECOMMUNICATIONS TECHNOLOGIES AND SERVICES ENGINEERING (Syllabus 2015). (Teaching unit Compulsory)
 ECTS credits: 6 Teaching languages: Catalan

Teaching staff

Coordinator: - - CAROLINA MARIA CONSOLACION SEGURA
 Others: OLGA PONS PEREGORT - JOAN SARDA FERRER

Degree competences to which the subject contributes

Transversal:

- 2. 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.
- 02 SCS N2. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 2. Applying sustainability criteria and professional codes of conduct in the design and assessment of technological solutions.

Learning objectives of the subject

Study load

Total learning time: 150h	Hours large group:	65h	43.33%
	Self study:	85h	56.67%

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Content

(ENG) Tema 1. Entorn econòmic.	Learning time: 21h Theory classes: 6h Practical classes: 3h Self study : 12h
(ENG) Tema 2. Estratègia i estructures organitzatives.	Learning time: 9h 50m Practical classes: 2h Self study : 7h 50m
(ENG) Tema 3. Anàlisi i interpretació d'estats financers	Learning time: 26h Theory classes: 4h Practical classes: 2h Self study : 20h
(ENG) Tema 4. Gestió comercial i màrqueting estratègic i operatiu.	Learning time: 16h 30m Theory classes: 5h Practical classes: 2h Self study : 9h 30m
(ENG) Tema 5. Gestió i direcció de les persones.	Learning time: 31h 30m Theory classes: 8h 30m Practical classes: 6h Self study : 17h
(ENG) Tema 6. Gestió d'operacions.	Learning time: 33h 40m Theory classes: 10h Practical classes: 6h Self study : 17h 40m

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Planning of activities

(ENG) Proves de resposta curta (Control)

(ENG) Presentació oral

(ENG) Exercicis

Hours: 30h
Self study: 30h

(ENG) Altres activitats

(ENG) Proves de resposta llarga (Examen Final)

Bibliography

Basic:

Maynar Mariño, P. (coord.). La economía de la empresa en el espacio de educación superior. Madrid: McGraw-Hill/Interamericana de España, 2008. ISBN 9788448160944.

Gasalla, J.M. La nueva dirección de personas: la dirección por confianza(DPC). 12a ed. Madrid: Pirámide, 2010. ISBN 9788436824391.

Cuatrecasas Arbós, L. Organización de la producción y dirección de operaciones: sistemas actuales de gestión eficiente y competitiva. Madrid: Díaz de Santos, 2011. ISBN 9788479789978.

Zárate, J.A. Gestionar en equipo: preguntas clave. 2008. Pozuelo de Alarcón: ESIC, 2008. ISBN 9788473565493.

Santesmases, M. [et al.]. Fundamentos de marketing. Madrid: Pirámide, 2009. ISBN 9788436822946.