Course guide
230021 - EIM - Economics and Management

Unit in charge: Barcelona School of Telecommunications Engineering
Teaching unit: 732 - OE - Department of Management.
Degree: BACHELOR'S DEGREE IN TELECOMMUNICATIONS TECHNOLOGIES AND SERVICES ENGINEERING (Syllabus 2015). (Compulsory subject).

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

LECTURER
Coordinating lecturer: Consultar aquí / See here: https://telecos.upc.edu/ca/estudis/curs-actual/professorat-responsables-coordinadors/responsables-assignatura

Others: Consultar aquí / See here: https://telecos.upc.edu/ca/estudis/curs-actual/professorat-responsables-coordinadors/professorat-assignat-idioma

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Transversal:
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.
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.

TEACHING METHODOLOGY

LEARNING OBJECTIVES OF THE SUBJECT

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Self study</td>
<td>85.0</td>
<td>56.67</td>
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<tr>
<td>Hours large group</td>
<td>65.0</td>
<td>43.33</td>
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</tbody>
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Total learning time: 150 h
## CONTENTS

<table>
<thead>
<tr>
<th>(ENG) Tema 1. Entorn econòmic.</th>
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<tbody>
<tr>
<td><strong>Full-or-part-time:</strong> 21h</td>
</tr>
<tr>
<td>Theory classes: 6h</td>
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<tr>
<td>Practical classes: 3h</td>
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<td>Self study : 12h</td>
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<tr>
<th>(ENG) Tema 2. Estratègia i estructures organitzatives.</th>
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<td><strong>Full-or-part-time:</strong> 9h 50m</td>
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<td>Practical classes: 2h</td>
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<td>Self study : 7h 50m</td>
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<tr>
<th>(ENG) Tema 3. Anàlisi i interpretació d'estats financers</th>
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<tr>
<td><strong>Full-or-part-time:</strong> 26h</td>
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<tr>
<td>Theory classes: 4h</td>
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<td>Practical classes: 2h</td>
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<tr>
<td>Self study : 20h</td>
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<tr>
<th>(ENG) Tema 4. Gestió comercial i màrqueting estratègic i operatiu.</th>
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<tr>
<td><strong>Full-or-part-time:</strong> 16h 30m</td>
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<td>Theory classes: 5h</td>
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<td>Practical classes: 2h</td>
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<td>Self study : 9h 30m</td>
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<th>(ENG) Tema 5. Gestió i direcció de les persones.</th>
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<td><strong>Full-or-part-time:</strong> 31h 30m</td>
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<td>Theory classes: 8h 30m</td>
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<tr>
<td>Practical classes: 6h</td>
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<td>Self study : 17h</td>
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<tr>
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<tbody>
<tr>
<td>Description:</td>
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<tr>
<td>content english</td>
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<tr>
<td><strong>Full-or-part-time:</strong> 1h</td>
</tr>
<tr>
<td>Theory classes: 1h</td>
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title english
Description:
content english
Full-or-part-time: 1h
Theory classes: 1h

title english
Description:
content english
Full-or-part-time: 1h
Theory classes: 1h

**ACTIVITIES**

**ENG** Presentació oral

**ENG** Exercicis

Full-or-part-time: 30h
Self study: 30h

**ENG** Altres activitats

Full-or-part-time: 4h
Theory classes: 4h

**GRADING SYSTEM**

**BIBLIOGRAPHY**

**Basic:**