

Course guides

230021 - EIM - Economics and Management

Last modified: 29/04/2020

Unit in charge: Barcelona School of Telecommunications Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN AUDIOVISUAL SYSTEMS ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN ELECTRONIC SYSTEMS ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN TELECOMMUNICATIONS SCIENCE AND TECHNOLOGY (Syllabus 2010). (Compulsory subject).
BACHELOR'S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING (Syllabus 2010). (Compulsory subject).
BACHELOR'S DEGREE IN NETWORK ENGINEERING (Syllabus 2010). (Compulsory subject).
BACHELOR'S DEGREE IN TELECOMMUNICATIONS TECHNOLOGIES AND SERVICES ENGINEERING (Syllabus 2015). (Compulsory subject).

Academic year: 2020 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: - - CAROLINA MARIA CONSOLACION SEGURA

Others: OLGA PONS PEREGORT - JOAN SARDA FERRER

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

Type	Hours	Percentage
Self study	85,0	56.67
Hours large group	65,0	43.33

Total learning time: 150 h



CONTENTS

(ENG) Tema 1. Entorn econòmic.

Full-or-part-time: 21h

Theory classes: 6h

Practical classes: 3h

Self study : 12h

(ENG) Tema 2. Estratègia i estructures organitzatives.

Full-or-part-time: 9h 50m

Practical classes: 2h

Self study : 7h 50m

(ENG) Tema 3. Anàlisi i interpretació d'estats financers

Full-or-part-time: 26h

Theory classes: 4h

Practical classes: 2h

Self study : 20h

(ENG) Tema 4. Gestió comercial i màrqueting estratègic i operatiu.

Full-or-part-time: 16h 30m

Theory classes: 5h

Practical classes: 2h

Self study : 9h 30m

(ENG) Tema 5. Gestió i direcció de les persones.

Full-or-part-time: 31h 30m

Theory classes: 8h 30m

Practical classes: 6h

Self study : 17h

(ENG) Tema 6. Gestió d'operacions.

Full-or-part-time: 33h 40m

Theory classes: 10h

Practical classes: 6h

Self study : 17h 40m

ACTIVITIES

(ENG) Proves de resposta curta (Control)



(ENG) Presentació oral

(ENG) Exercicis

Full-or-part-time: 30h

Self study: 30h

(ENG) Altres activitats

(ENG) Proves de resposta llarga (Examen Final)

GRADING SYSTEM

BIBLIOGRAPHY

Basic:

- Cuatrecasas Arbós, L. Organización de la producción y dirección de operaciones: sistemas actuales de gestión eficiente y competitiva [on line]. Madrid: Díaz de Santos, 2011 [Consultation: 22/09/2020]. Available on: <https://ebookcentral.proquest.com/lib/upcatalunya-ebooks/detail.action?docID=3220133>. ISBN 9788479789978.
- 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.
- 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.