230919 - EP - Business and Project Management

Coordinating unit: 230 - ETSETB - Barcelona School of Telecommunications Engineering
Teaching unit: 710 - EEL - Department of Electronic Engineering
732 - OE - Department of Management

Academic year: 2019

Degree: BACHELOR'S DEGREE IN ELECTRONIC ENGINEERING AND TELECOMMUNICATION (Syllabus 2018).
(Teaching unit Compulsory)
ECTS credits: 6

Teaching languages: Catalan, Spanish

Degree competences to which the subject contributes

Specific:
CE5. (ENG) GEEELEC: Coneixment adequat del concepte d'empresa, marc institucional i jurídic de l'empresa. Organització i gestió d'empreses. (Mòdul de formació bàsica)

General:
CG2. (ENG) GEEELEC: coneixment, comprensió i capacitat per explicar la legislació necessària durant el desenvolupament de la professió d'enginyer tècnic de telecomunicació i facilitat per al maneig d’especificacions, reglaments i normes d’obligat compliment.

Teaching methodology
Master classes,
Participatory and application master classes,
Autonomous work (independent work or teamwork),
Problem / project based learning

Learning objectives of the subject

Students shall be enabled to understand the organization and working of enterprises and their different markets and to interpret also the basic economic variables and economic policy measures, as well as to apply project management proceedings commonly used in electronic industry.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 39h</th>
<th>26.00%</th>
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<tr>
<td></td>
<td>Hours small group: 26h</td>
<td>17.33%</td>
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<td>Self study: 85h</td>
<td>56.67%</td>
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<tr>
<td>Subject</td>
<td>Learning time:</td>
<td>Description:</td>
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| **Subject 1. Enterprises and their environment** | 8h | The agenda of the subject includes an analysis of following aspects:  
- Basic economic terminology,  
- Analysis of market mechanisms. Market typology,  
- Identification of macroeconomic variables,  
- Economic cycles. Economic policy measures. |
| **Subject 2. Business financing** | 49h | The agenda of the subject includes an analysis of following aspects:  
- Financial statements comprehension,  
- Business profitability, solvency and liquidity analysis,  
- Investment analysis.  
- Evaluation of funding problems. |
| **Subject 3. Cost determination methods** | 21h | The agenda of the subject includes an analysis of following aspects:  
- Basic concepts,  
- Conventional systems: volume-based computation,  
- New methods: activity-based costing (ABC / M). |
### Subject 4. Commercial management. Marketing

**Learning time:** 16h  
- Theory classes: 6h  
- Laboratory classes: 3h  
- Self study: 7h

**Description:**  
The agenda of the subject includes an analysis of following aspects:  
- Goods and services management,  
- Operational marketing,  
- Strategic management,  
- New trends.

### Subject 5. Project management

**Learning time:** 46h  
- Theory classes: 12h  
- Practical classes: 6h  
- Self study: 28h

**Description:**  
The agenda of the subject includes an analysis of following aspects:  
- Planning techniques and systems,  
- Goals and requirements,  
- Stakeholders: recognition and management,  

### Subject 6. Sustainability analysis

**Learning time:** 10h  
- Theory classes: 2h  
- Practical classes: 4h  
- Self study: 4h

**Description:**  
The agenda of the subject includes an analysis of following aspects:  
- Environmental, economic and social dimensions of a sustainability matrix,  
- Recognition of the project's expected lifespan.

### Qualification system

Continuous assessment (60 %):  
- Exercises / Autonomous working papers,  
- Checking (short answer exams)  
Final exam (40 %):  
- Extensive answer examination
Bibliography