Course guide
230919 - EP - Business and Project Management

Unit in charge: Barcelona School of Telecommunications Engineering
Teaching unit: 710 - EEL - Department of Electronic Engineering,
732 - OE - Department of Management.
Degree: BACHELOR’S DEGREE IN ELECTRONIC ENGINEERING AND TELECOMMUNICATION (Syllabus 2018).
(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

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 básica)

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

Academic goals of this course shall enable students to:
- understand the organization of an enterprise and the requirement of a good human resources management
- interpret the economic and financial position of the enterprise relying on annual financial statements,
- know how the different markets operate in which the enterprise may work,
- pinpoint the basic economic variables and economic policy measures
- apply project management proceedings commonly used in industry.
**STUDY LOAD**

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours small group</td>
<td>26,0</td>
<td>17.33</td>
</tr>
<tr>
<td>Self study</td>
<td>85,0</td>
<td>56.67</td>
</tr>
<tr>
<td>Hours large group</td>
<td>39,0</td>
<td>26.00</td>
</tr>
</tbody>
</table>

**Total learning time:** 150 h

**CONTENTS**

### Subject 1. Enterprises and their environment

**Description:**
The agenda of the subject includes an analysis of following aspects:
- Basic economic terminology.
- Analysis of market mechanisms. Market typology.
- Identification of macroeconomic variables.
- Market analysis: SWOT matrix.
- Economic cycles. Economic policy measures.

**Related activities:**
Dossier generation

**Full-or-part-time:** 8h
- Theory classes: 4h
- Laboratory classes: 2h
- Self study: 2h

### Subject 2. Project management

**Description:**
The agenda of the subject includes an analysis of following aspects:
- Planning techniques and Systems.
- Project charter and scope: goals and requirements.
- Schedule. Critical path and chain.
- Stakeholders: recognition, expectations and communication management.
- Risks: recognition, prioritization and response plans.

**Related activities:**
Collectively practical exercise in order to develop a technical project planning.

**Full-or-part-time:** 46h
- Theory classes: 12h
- Practical classes: 6h
- Self study: 28h
### Subject 3. Business basic accounting analysis

**Description:**
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.

**Related activities:**
Practical exercise regarding a financial statements' simulation.

**Full-or-part-time:** 35h
- Theory classes: 10h
- Practical classes: 5h
- Self study: 20h

### Subject 4. Managerial competences. Human resource management.

**Description:**
The agenda of the subject includes an analysis of following aspects:
- Working encouragement.
- Stress, Burn-out, mobbing, personal branding...
- Leadership.
- Techniques: coaching, mentoring, shadowing...

**Full-or-part-time:** 21h
- Theory classes: 4h
- Practical classes: 2h
- Self study: 15h

### Subject 5. Commercial management. Marketing

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

**Full-or-part-time:** 16h
- Theory classes: 6h
- Laboratory classes: 3h
- Self study: 7h
Subject 6. Cost calculation methods.

Description:
The agenda of the subject includes an analysis of following aspects:
- conventional calculation methods for costs: direct and full costing
- new paradigms of cost calculation: Activity-Based Costing (ABC /
- application of previous methods to establish prices and/or minimal corporate results

Related activities:
Practical exercise using the different cost calculation methods that are explained.

Full-or-part-time: 25h
Theory classes: 8h
Laboratory classes: 4h
Self study: 13h

GRADING SYSTEM

Continuous assessment (60 %) regarding all six subjects in which this course is divided:
- Exercises / Autonomous working papers,
- Checking (short answer exams)
Final exam (40 %) regarding all six subjects in which this course is divided:
- Extensive answer examination.

EXAMINATION RULES.

Re-evaluation will be held by repeating the final exam that will include all six previously mentioned subjects.
All course contents can be reassessed.