Course guides
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: 2021  ECTS Credits: 6.0  Languages: Catalan, Spanish

LECTURER
Coordinating lecturer: Joan SARDÀ FERRER
Others: Agustín ANDÚJAR LARIOS
Carolina CONSOLACIÓN SEGURA
Olga PONS PEREGORT

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CES. (ENG) GEELEC: Coneixement adequat del concepte d’empresa, marc institucional i jurídic de l’empresa. Organització i gestió d’empreses. (Mòdul de formació bàsica)

Generical:
CG2. (ENG) GEELEC: 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>Type</th>
<th>Hours</th>
<th>Percentage</th>
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</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>
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Total learning time: 150 h
## 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.**

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

## Subject 2. Business financing and cost determination methods

**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.**
- **Cost conventional determination systems.**
- **New methodology: Activity-based Costing / Management.**

**Full-or-part-time:** 49h  
Theory classes: 13h  
Practical classes: 7h  
Self study: 29h

## Subject 3. Managerial competence. Human resource management.

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

**Full-or-part-time:** 21h  
Theory classes: 4h  
Practical classes: 2h  
Self study: 15h
Subject 4. 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 5. 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 and management.

**Full-or-part-time:** 46h
Theory classes: 12h
Practical classes: 6h
Self study : 28h


Description:
The agenda of the subject includes an analysis of following aspects:
- Balance Scorecard.
- Cases analysis of strategy and innovation at IT sector.

**Full-or-part-time:** 10h
Theory classes: 2h
Practical classes: 4h
Self study : 4h

**GRADING SYSTEM**

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