300204 - E - Business Management

Coordinating unit: 300 - EETAC - Castelldefels School of Telecommunications and Aerospace Engineering
Teaching unit: 732 - OE - Department of Management
748 - FIS - Department of Physics

Academic year: 2017
Degree: BACHELOR'S DEGREE IN AEROSPACE SYSTEMS ENGINEERING (Syllabus 2015). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN AEROSPACE SYSTEMS ENGINEERINGS/BACHELOR'S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING - NETWORK ENGINEERING (AGRUPACIÓ DE SIMULTANEITAT) (Syllabus 2015). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN AEROSPACE SYSTEMS ENGINEERING/BACHELOR'S DEGREE IN TELECOMMUNICATIONS SYSTEMS ENGINEERING (Syllabus 2015). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN AEROSPACE SYSTEMS ENGINEERING/BACHELOR'S DEGREE IN NETWORK ENGINEERING (Syllabus 2015). (Teaching unit Compulsory)

ECTS credits: 6
Teaching languages: Catalan, Spanish

Teaching staff
Coordinator: Definit a la infoweb de l'assignatura.
Others: Definit a la infoweb de l'assignatura.

Degree competences to which the subject contributes

Specific:
1. CE 6 AERO. Conocimiento adecuado del concepto de empresa, marco institucional y jurídico de la empresa. Organización y gestión de empresas. (CIN/308/2009, BOE 18.2.2009)

Transversal:
2. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
3. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.
5. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.
6. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.

Teaching methodology
The subject introduces students to the challenge of creating a company. The final objective of the project is to elaborate a Business Plan of a company in the context of the aeronautical sector. The methodology used is known as PBL, Project-Based Learning. Through the proposed project students will know the basic elements involved in the creation of a company and its external constraints.

This methodology will involve teamwork, autonomous learning and individual responsibility to the group. The faculty will guide and provide the tools to enable students to apply the knowledge of the acquired knowledge autonomously. The oral presentations of intermittent activities will allow the analysis and evaluation of the work done by the groups. The Business Plan document will be the evidence of the learning achieved and will allow the evaluation of the final work.
300204 - E - Business Management

Learning objectives of the subject

On completion of Management, students will be able to:
- understand the concepts behind the definition of a business plan;
- interpret basic business information;
- understand the factors involved in making business decisions;
- understand the main elements of economic activity and their functions as part of a system;
- identify the elements that regulate business activity;
- understand the regulation of the aeronautical market;
- write a general interest article following suggested criteria for effective written communication;
- present a Business Plan following suggested criteria for effective spoken communication;
- Write a Business Plan.
- identify appropriate sources of documentation for preparing specific communicative tasks;
- make effective use of multimedia resources.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 24h</th>
<th>16.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 42h</td>
<td>28.00%</td>
</tr>
<tr>
<td></td>
<td>Hours small group: 0h</td>
<td>0.00%</td>
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<tr>
<td></td>
<td>Guided activities: 0h</td>
<td>0.00%</td>
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<tr>
<td></td>
<td>Self study: 84h</td>
<td>56.00%</td>
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</table>
300204 - E - Business Management

**Content**

<table>
<thead>
<tr>
<th>Company Management</th>
<th>Learning time: 97h 44m</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 15h 20m</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 27h 40m</td>
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<tr>
<td></td>
<td>Self study: 54h 44m</td>
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</tbody>
</table>

**Description:**

1. **COMPANY**

2. **BUSINESS CREATION**
   Phases in business creation: Opportunity identification, preparation of the business plan, accumulation of resources, launch phase, consolidation phase and growth phase; Canvas and Lean Canvas. Competitor analysis and positioning; Product definition; The human team: Professional profiles; Operating plan and budgeting. Financial plan and ratios.

**Related activities:**

English
Read documentation provided
Find reliable sources of information relevant
Canvas develop a business idea chosen
Analyze the market using Porter's 5 Forces
Target customers.
Positioning the company.
Define strategies and design a marketing plan.
Indicate the process and calculate the sales forecast.
Designing the organizational structure of the company
Prepare an initial balance
Prepare a financing plan
Prepare an income statement
Analyze the profitability of the company in the first three years.

**Specific objectives:**

Identify reliable sources of information
Understand the elements of a Canvas / Lean Canvas
Understanding the structure of a Business Plan
Learn the basic principles of accounting
Analyze the viability and profitability of a business idea
Develop business idea
Write a Business Plan
Learn the keys to good oral and apply them to presentations
Get the keys to writing readable texts and apply them in the business plan document.
### Qualification system

#### Regulations for carrying out activities

Any student unable to follow the work plan outlined at the beginning of the course must inform the subject coordinator. Any student who fails to submit work for assessment will be awarded a mark of 0 for the formative assessment of the activity in question.

Any student who does not attend the business plan presentation and cannot provide evidence of extenuating circumstances will be awarded a mark of 0 for this activity.

<table>
<thead>
<tr>
<th>Communication</th>
<th>Learning time: 23h 51m</th>
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<tbody>
<tr>
<td></td>
<td>Theory classes: 4h 30m</td>
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<tr>
<td></td>
<td>Practical classes: 6h</td>
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<td></td>
<td>Self study : 13h 21m</td>
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</tbody>
</table>

#### Description:

2. Information retrieval and analysis.
4. Writing.
5. From text to spoken discourse: Synthesis.
6. The pillars of effective speaking.
7. Discourse structure.
8. Rhetorical devices.

#### Related activities:

2. Writing.
3. Oral presentations.
4. Preparation of presentations.

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<thead>
<tr>
<th>Aeronavigation</th>
<th>Learning time: 28h 25m</th>
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<tbody>
<tr>
<td></td>
<td>Theory classes: 4h 10m</td>
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<tr>
<td></td>
<td>Practical classes: 8h 20m</td>
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<tr>
<td></td>
<td>Self study : 15h 55m</td>
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</table>

#### Description:

- AIR FIELD
Bibliography

Basic:


Complementary:


Others resources:

Hyperlink

Gestió econòmica-financera de l'empresa
Cuatrecasas, Lluís; 1997
http://bibliotecnica.upc.es/edupc/locate4.asp?codi=OE008XXX

Eina d'anàlisi de la idea de negoci
Programa Innova
http://pinnova.upc.es/innova/Pagines/servei_emprenedors/assessoria.php?id=5

Model de Pla d’Empresa
Programa Innova
http://pinnova.upc.es/innova/Pagines/servei_emprenedors/assessoria.php?id=6

Ajut pel desenvolupament del pla econòmic-financer
Programa Innova
http://pinnova.upc.es/innova/Pagines/servei_emprenedors/assessoria.php?id=7

Formes jurídiques
Programa Innova
http://pinnova.upc.es/innova/Pagines/servei_emprenedors/assessoria.php?id=2

Carpeta apunts i presentació de l’assignatura Empresa
Resource