

## 300204 - EMP - 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:	2018
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 SIMULTANEÏTAT) (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.

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### 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

Total learning time: 150h	Hours large group:	24h	16.00%
	Hours medium group:	42h	28.00%
	Hours small group:	0h	0.00%
	Guided activities:	0h	0.00%
	Self study:	84h	56.00%

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### Content

#### Company Management

Learning time: 97h 44m

Theory classes: 15h 20m

Practical classes: 27h 40m

Self study : 54h 44m

#### Description:

##### 1. COMPANY

Types of companies and their operation. Organizational structure. Business information system: The balance sheet and income statement. The Marketing Plan; Its objectives and structure. Business strategy. Organization chart and assignment of tasks. Evaluation of investments: TIR and VAN. Risk analysis.

##### 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.

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Communication	Learning time: 23h 51m Theory classes: 4h 30m Practical classes: 6h Self study : 13h 21m
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<p>Description:</p> <ol style="list-style-type: none"> <li>1. Who? Why? What? How?</li> <li>2. Information retrieval and analysis.</li> <li>3. Strategies for producing readable texts.</li> <li>4. Writing.</li> <li>5. From text to spoken discourse: Synthesis.</li> <li>6. The pillars of effective speaking.</li> <li>7. Discourse structure.</li> <li>8. Rhetorical devices.</li> <li>9. Audiovisual media.</li> <li>10. Non-verbal language.</li> </ol> <p>Related activities:</p> <ol style="list-style-type: none"> <li>2. Writing.</li> <li>3. Oral presentations.</li> <li>4. Preparation of presentations.</li> </ol>
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Aeronavigation	Learning time: 28h 25m Theory classes: 4h 10m Practical classes: 8h 20m Self study : 15h 55m
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<p>Description:</p> <p>AIR FIELD</p> <p>The liberalization of air transport. Competition. Anticompetitive practices. coefficient Fill. Price and Revenue Management. Markets in aviation. Introduction to the transport network and its effects on the economy and competition from airlines. Airline alliances.</p>
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### 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.

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### Bibliography

#### Basic:

- Rubio, Joana; Puigpelat, Francesc. Com parlar bé en públic. Barcelona: Pòrtic, 2000. ISBN 8473065867.
- Cassany, Daniel. La Cuina de l'escriptura. 1a ed. dins aquesta col·lecció. Barcelona: Empúries, 2002. ISBN 8475969135.
- Stanton, Nicki. Las Técnicas de comunicación en la empresa. Madrid: Deusto, 1989. ISBN 8423407896.
- Siegel, Eric S. El Plan empresarial : la guía de Ernst & Young. Madrid: Diaz de Santos, 1994. ISBN 8479781424.
- Himstreet, William C.; Baty, W. M. Redacción de cartas e informes en la empresa. Madrid [etc.]: Deusto, 1990. ISBN 8423405745.
- Goxens, María Ángeles. Comptabilitat empresarial apta per a tots els públics. Barcelona: Publicacions de la Universitat de Barcelona, 2005. ISBN 8447528847.
- Solà, Joan; Cassany, Daniel; Gibert Sunyer, Jaume. Llibre d'estil. 2ª ed. Barcelona: direcció de comunicació de la Caixa d'Estalvis i Pensions de Barcelona, 1993. ISBN 8487135129.
- Velasco, Félix. Aprender a elaborar un plan de negocio. Barcelona: Paidós, 2007. ISBN 9788449319716.
- Ollé, Montserrat. El Plan de empresa : cómo planificar la creación de una empresa. Barcelona: Marcombo, 2008. ISBN 9788426714800.
- González Salazar, Diana M. Plan de negocios para emprendedores al éxito. México: McGraw-Hill, [2007]. ISBN 9789701059340.

#### Complementary:

- Benoit, A. Hacer síntesis : cómo decir o escribir lo esencial en pocas palabras. Madrid: Deusto, 2002. ISBN 9788423419630.

#### 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](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](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](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](http://pinnova.upc.es/innova/Pagines/servei_emprenedors/assessoria.php?id=2)

Carpeta apunts i presentació de l'assignatura Empresa

Resource