

330062 - EM - Business

Coordinating unit: 330 - EPSEM - Manresa School of Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2016). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2016). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2016). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
ECTS credits: 6 Teaching languages: Catalan, English

Teaching staff

Coordinator: MARC BERNADICH MARQUEZ (GRUPS 10 I 20) - JORDI FRANCH PARELLA (GRUP 30)
Others: JORDI FORTUNY SANTOS - ANTONI VILADOMAT VERS - CARLA VINTRÓ SÁNCHEZ

Degree competences to which the subject contributes

Specific:

1. (ENG) Coneixement adient del concepte d'empresa, el seu marc institucional i jurídic. Organització i gestió d'empreses.

Transversal:

2. 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.
3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
4. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

Learning objectives of the subject

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Study load

Total learning time: 150h	Hours large group:	30h	20.00%
	Hours medium group:	0h	0.00%
	Hours small group:	30h	20.00%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

Content

(ENG) 1. L'emprenedor, l'empresa i el seu entorn	Learning time: 60h Theory classes: 8h Laboratory classes: 8h Self study : 44h
(ENG) 2. Àrees funcionals	Learning time: 28h Theory classes: 8h Laboratory classes: 8h Self study : 12h
(ENG) 3. Gestió de l'empresa	Learning time: 28h Theory classes: 8h Laboratory classes: 8h Self study : 12h
(ENG) 4. I Pla d'Empresa	Learning time: 34h Theory classes: 6h Laboratory classes: 6h Self study : 22h

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Planning of activities

(ENG) 1. PRÀCTIQUES D'EMPRESA	Hours: 40h Laboratory classes: 8h Self study: 32h
(ENG) 2. ELABORACIÓ I DEFENSA D'UN PLA ESTRATÈGIC/EMPRESA	Hours: 29h Theory classes: 4h Laboratory classes: 4h Self study: 21h
(ENG) 3. EXAMEN ESCRIT	Hours: 28h Theory classes: 4h Self study: 24h

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Bibliography

Basic:

- Bueno Campos, E.; Cruz Roche, Ignacio; Durán Herera, Juan José. Economía de la empresa: análisis de las decisiones empresariales. 3ª ed. act y aum. Madrid: Pirámide, 1982. ISBN 8436802071.
- Aguer Hortal, Mario; Pérez Gorostegui, Eduardo; Martínez Sánchez, Joan. Administración y dirección de empresas: teoría y ejercicios resueltos. Madrid: Centro de Estudios Ramón Areces, 2004. ISBN 8480046635.
- Díez de Castro, Emilio; Galán González, José Luis; Martín Armario, Enrique. Introducción a la economía de la empresa. Madrid: Pirámide, 1995. ISBN 8436808924.
- Díez de Castro, Emilio, i altres. Administración y dirección. Madrid: McGraw-Hill, 2001. ISBN 8448128184.
- García del Junco, J.; Casanueva Rocha, C., eds. Fundamentos de gestión empresarial. Madrid: Pirámide, 2002. ISBN 8436816439.
- Bueno Campos, Eduardo. Curso básico de economía de la empresa: un enfoque de organización. 4ª ed. Madrid: Pirámide, 2005. ISBN 843681911X.
- Grant, Robert M. Dirección estratégica: conceptos, técnicas y aplicaciones. 5ª ed. Cizur: Thomson, 2006. ISBN 8447026582.
- Castillo, A. M., ed. Introducción a la economía y administración de empresas. Madrid: Pirámide, 2003. ISBN 9788436817140.
- Stimpson, Peter; Farquharson, Alastair. Business studies. 2nd ed. Cambridge: Cambridge University Press, 2010. ISBN 9780521126564.

Complementary:

- Alegre, Luis; Berné, Carmen; Galvé, Carmen. Fundamentos de economía de la empresa: perspectiva funcional. 2ª ed. act. Barcelona: Ariel, 2000. ISBN 8434421771.
- Cuervo García, A., dir. Introducción a la administración de empresas. 5ª ed. Madrid: Civitas, 2004. ISBN 844702198X.
- Fernández Alarcón, Vicenç. Desarrollo de sistemas de información: una metodología basada en el modelado [on line]. Barcelona: Edicions UPC, 2006 [Consultation: 05/03/2018]. Available on: <<http://hdl.handle.net/2099.3/36751>>. ISBN 8483018624.
- González, E.; Ventura, J. Fundamentos de administración de empresas. Madrid: Pirámide, 2003. ISBN 8436818334.
- Milgrom, P. R.; Roberts, J. Economics, organization and management. Englewood Cliffs: Prentice-Hall International, 1992. ISBN 0132239671.

Others resources:

Audiovisual material

Vídeos de casos d'empreses

Computer material

Software de gestió d'empreses