Course guides
330062 - EM - Business

Unit in charge: Manresa School of Engineering
Teaching unit: 732 - OE - Department of Management.

Degree:
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2017). (Optional subject).

Academic year: 2021 ECTS Credits: 6.0 Languages: Catalan, English

LECTURER
Coordinating lecturer: MARC BERNADICH MARQUEZ (GRUPS 10 I 20) - JORDI FRANCH PARELLA (GRUP 30)
Others: JORDI FORTUNY SANTOS - ANTONI VILADOMAT VERS

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
1. Adequate knowledge of the concept of company, its institutional and legal framework. Organization and management of companies.

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.

TEACHING METHODOLOGY

Teaching methods aim to be continuous, that is, they combine lectures by professors and practical exercises in the classroom and outside it. As classes progress, students must work on a business plan/strategic plan in a group with the aim of bringing together and applying what they have learnt during the course.

English will sometimes be used in the classroom as part of the teaching methods described above.
On occasion, professors will give classes in English summarising the topics covered so far. If students have questions, they must ask them in English.
Part of the assignments must be done in English.
LEARNING OBJECTIVES OF THE SUBJECT

The aim of this subject is for students to become familiar with and understand how a business is organised and the mechanisms that govern its activity, basic concepts in business economics and the role of businesses in the economy. On completion of the subject, students must be able to:
- Identify a business’s economic, legal and regulatory context.
- Understand a business’s structure, organisation and administration.
- Understand, analyse, interpret and explain basic economic phenomena.
- Identify and understand the functional areas of an organisation, its basic problems and the instruments, techniques and criteria that they use in decision making.
- Analyse economic and financial information to extract information for decision making.
- Understand the principles of business management.
- Design a business plan/strategic plan.

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours small group</td>
<td>30,0</td>
<td>20.00</td>
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Total learning time: 150 h
## 1. Entrepreneurs, businesses and the business environment

**Description:**
Entrepreneurs and their characteristics are presented, and businesses and the environment in which they operate are defined.

**TOPIC 1. BUSINESSES AND THEIR ENVIRONMENT**
- 1.1. Businesses as organisations
- 1.1.1. Businesses as organisations. History of the study of organisations
- 1.1.2. Representing the organisation: organisation charts
- 1.2. Main definitions: businesses as economic units, as processes and as systems
- 1.3. Managing a business. Business planning and objectives
- 1.4. The entrepreneur
- 1.5. Business environments
- 1.5.1. Analysing the environment
- 1.5.2. Sectors and Porter’s Five Forces
- 1.5.3. SWOT analysis
- 1.5.4. Businesses and their agents in macroeconomic environments
- 1.6. Classification of businesses
- 1.6.1. Legal forms (ownership of capital)
- 1.6.2. Dimension, sectors, etc.

**Specific objectives:**
1. Explain the importance of the figure of the entrepreneur and of businesses, as well as the need to organise them.
2. Analyse the principles of organisation that are applicable to a business.
3. List business objectives, classification systems and features of the environment.
4. Explain the importance and function of business planning.
5. Analyse and explain macroeconomic concepts.
6. Carry out the strategic analysis of a company or sector.

**Related activities:**
- Exercise or case study on an organisation
- Exercise on macroeconomics
- Exercise or case study on strategy
- Bibliographic research on a topic
- Written exam

**Full-or-part-time: 60h**
- Theory classes: 8h
- Laboratory classes: 8h
- Self study: 44h

## 2. SALES. MARKETING

**Description:**
The reasons for and the functioning of functional areas of a business in which graduates may practise professionally or to which they must relate are considered.

**TOPIC 2. SALES. MARKETING**
- 2.1. The market. Types of market. Supply and demand
- 2.2. Market research
- 2.3. Sales plan
- 2.4. Market segmentation and positioning
- 2.5. Marketing variables
- 2.5.1. Products
- 2.5.2. Prices
Specific objectives:
1. To list the aspects that must be taken into account in a marketing plan.
2. To analyse and explain microeconomic aspects such as supply and demand.
3. To explain marketing mix variables and how they can be applied.
4. To carry out market research.
5. To explain the importance of the operations function and the tasks it carries out.
6. To calculate costs, productivity and profitability thresholds.
7. To list the points in an operations plan.
8. To calculate basic items in production planning and stock management.
9. To explain the importance of the functions of human resources and the activities they carry out, particularly in knowledge and innovation management.
10. To solve cases in which human aspects are fundamental.
11. To list the steps that must be taken into account in defining and later implementing an information system.
12. To model a small information system and design a database using Access.

Related activities:
Marketing exercise or case (market survey, variables)
Case on human relations in businesses
Exercises on production planning and inventory management
Exercises on productivity, profitability threshold and cost
Exercises on modelling and implementing an information system
Exercise or case on operational subsystems
Written exam

Full-or-part-time: 28h
Theory classes: 8h
Laboratory classes: 8h
Self study : 12h
3. Business management

Description:
This part of the course enables students to interpret economic and financial documents. It also covers the legal and regulatory framework for businesses and aspects of quality, safety, the environment and social responsibility.

TOPIC 6. ECONOMIC AND FINANCIAL MANAGEMENT
6.1. Business balance
6.2. Introduction to accounting
6.3. Balance analysis: economic and financial analysis
6.3.1. Working capital
6.3.2. Income statements
6.3.3. Ratios
6.3.4. Maturity stage
6.4. Management control
6.5. Evaluating the profitability of investments

TOPIC 7. LEGISLATION
6.1. Employment legislation
6.2. Business legislation
6.3. Intellectual property

TOPIC 8. INTEGRATED SYSTEMS
8.1 Quality and environmental management
8.2. Occupational health and safety
8.3. Social responsibility. Systems integration

Specific objectives:
1. To describe the meaning of the various parts of a balance sheet and income statement.
2. To analyse a business's accounts.
3. To explain the effects of decisions on the balance sheet.
4. To apply management control instruments.
5. To calculate the profitability of an investment.
6. To explain aspects of legislation.
7. To explain aspects of quality, safety and environmental standards.
8. To define social responsibility and list its components.

Related activities:
Accounting exercises that include drawing up and analysing balance sheets on a computer
Investment appraisal exercise
Legislation exercise (information search)
Management system exercise (work on an aspect of standards)
Written exam

Full-or-part-time: 28h
Theory classes: 8h
Laboratory classes: 8h
Self study: 12h
4. The business plan

Description:
TOPIC 9. DRAWING UP A BUSINESS PLAN
9.1 Devising a business plan
9.2. Presentation and defence

Specific objectives:
1. To take initiatives that generate opportunities from a process- and market-oriented view: the business idea.
2. To find the information needed to draw up a business plan.
3. To apply group-work dynamics (groups of 4).
4. To make the calculations for the business plan.
5. Written communication: to write a business plan.
6. Written communication: to prepare the presentation of a business plan.
7. Oral communication: to orally defend a business plan.

Full-or-part-time: 34h
Theory classes: 6h
Laboratory classes: 6h
Self study: 22h

ACTIVITIES

1. WORK PLACEMENTS

Description:
The practicals involve groups of between 2 and 4 students, as stipulated in the statement. They can be done in the classroom or outside the classroom, depending on how the course develops over time. The exercises that are not done in the classroom must be done on a computer. Students must be careful with spelling, syntax and presentation in general. They must cite their sources and, when necessary, provide a table of contents and number the pages. Catalan or Spanish may be used, but mixing the two must be avoided. Several follow-up sessions are foreseen for each topic (supervised work).
At least 25% of activities may be taught in English.
Activities that may take place in English:
Lectures, problem-solving classes and practicals.
Consultation of recommended information resources in English.
Oral presentations in English.

Specific objectives:
Those corresponding to parts 1, 2 and 3 (topics 1 to 8).

Material:
Statements of problems by teaching staff

Delivery:
30% of all the assignments

Full-or-part-time: 40h
Laboratory classes: 8h
Self study: 32h
2. DESIGNING AND DEFENDING A STRATEGIC PLAN/BUSINESS PLAN

Description:
Students must together come up with a business plan and then present it and defend it to their fellow students.

Specific objectives:
Those corresponding to Part 4 (Topic 9).

Material:
Guidelines for business plans

Delivery:
30%

Full-or-part-time: 29h
Theory classes: 4h
Laboratory classes: 4h
Self study: 21h

3. WRITTEN EXAM

Description:
Students must answer theoretical and/or practical questions in writing.

Specific objectives:
Those corresponding to parts 1, 2 and 3 (topics 1 to 8).

Material:
Reading list

Delivery:
Each exam counts for 20%.

Full-or-part-time: 28h
Theory classes: 4h
Self study: 24h

GRADING SYSTEM

The following will be assessed:
- Practicals (exercises, cases and assignments) (30%)
- The business plan and its defence (30%)
- Two written exams (40%)

The level attained in the generic foreign language competency will be assessed according to the three-level criterion in the assessment tables: A (fully attained), B (attained), C (not attained), within the larger framework of the assessment criteria approved at the EPSEM.

EXAMINATION RULES.

Written exams are carried out individually and without lecture notes. They include theoretical and practical aspects, such as numerical exercises.

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BIBLIOGRAPHY

Basic:

Complementary:

RESOURCES

Audiovisual material:
- Vídeos de casos d'empreses

Computer material:
- Software de gestió d'empreses