

340028 - EMPR-N3O32 - Business

Coordinating unit:	340 - EPSEVG - Vilanova i la Geltrú School of Engineering
Teaching unit:	732 - OE - Department of Management
Academic year:	2019
Degree:	BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (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)
ECTS credits:	6
Teaching languages:	Catalan

Teaching staff

Coordinator:	Diaz Boladeras, Marta
Others:	ANNA MARIA MIR SERRA - Diaz Boladeras, Marta Segura Castro, Nathalie

Degree competences to which the subject contributes

Specific:

2. CE6. Adequate knowledge of the concept of business, institutional and legal framework of a company. Organization and Management.

Transversal:

1. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.
3. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.
5. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.
7. SELF-DIRECTED LEARNING - Level 2: Completing set tasks based on the guidelines set by lecturers. Devoting the time needed to complete each task, including personal contributions and expanding on the recommended information sources.
4. 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.

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Teaching methodology

Presentation-synthesis

In the sessions the teacher makes a summary of the topic. This presentation is intended as a guide work study students, with the function of introducing the item, propose material for study, clarify doubts and synthesis.

Each topic will be provided with:

- Power Point presentations used in class and other supplementary material will be available on the Digital Campus.
- Bibliography indicating specific location, preferring to material in electronic format.

Working activities and exercises

- Problems and Exercises for fixing the concepts introduced in the presentation.
- Approach of situations that allow the group builds a shared experience that will serve to advance in the understanding of content (eg, group dynamics, effective communication experiences.) They are based on experience different situations in which the experience serves as a study material.

Casework and articles

The work on cases or article will be based on questions raised by the professor. These works must to be delivered on date at the beginning of the session where will be discussed in class. The deadline to submit is specified in calendar. The teacher may show in the Digital Campus some of the best works delivered to be used as a reference.

The casework seeks to promote the following capabilities:

- Understanding of the situation presented and the ability to synthesize the most relevant issues
- Apply the concepts to practical cases.
- Capturing the complexity of real life situations, different points of view and various dimensions of the organizational and management issues
- Ability to exchange views and discuss, and ability to learn from the debate

Practices

Practices are held in groups of up to five members, to be established at the beginning of the course and will be maintained. Throughout the course there will be three practices where there are problems which will need to apply knowledge which is being acquired. These practices serve as the backbone of learning, following the principles of project-based learning. For each practice it will provided a dossier that shall include the objectives, description, date of delivery, and criteria assessment. Each practice will consist of a report and a presentation at pp.

Oral presentations

Each student will present oral argument at least once during the term. The days of presentation are announced at the beginning of the course. The day of the presentation the teacher a designate the groups that will carried out the presentation.

Small group and individual tutoring

The teacher will follow up the student progress and supervise their practices and work, providing feedback on their progress, the degree of achievement of the objectives of their work, giving directions for improvement.

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Learning objectives of the subject

1. Analyse, interpret and explain basic economic phenomena (microeconomics and macroeconomics) and its influence on business decisions.
2. Relate information to make decisions, not very complex, in the economical area of a company.
3. Solve situations related to human resources management of an organization.
4. Taking initiatives, related to entrepreneurship and innovation, that creates market opportunities.

Study load

Total learning time: 150h	Hours large group:	37h 30m	25.00%
	Hours medium group:	0h	0.00%
	Hours small group:	22h 30m	15.00%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

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Content

- Module 1 company in the economic environment

Learning time: 18h

Theory classes: 4h
Practical classes: 0h
Laboratory classes: 0h
Guided activities: 0h
Self study : 14h

Description:

Provide an overview of the macroeconomic environment, the relationship between the variables and the framework within which managers make decisions.

Contents

- 1.1. Operators. The company in the economic system
- 1.2. Linkages with the macroeconomic environment
- 1.3. The company as a system
- 1.4. Functions and areas of the company decision making
- 1.5. Types and determinants of organization structure

Related activities:

- Analyze a newspaper article on the adjustment measures of the government to reduce fiscal deficits, identifying its impact on various economic operators. The main purpose is to evaluate the different opinions, differentiating technical-economic issues from values-political, and been able to express grounded personal opinions.
- Analyze a real business plan as a synthesis of business decisions based on opportunity business. Understanding the interrelationship of business decisions in each area.

Specific objectives:

Understanding the interrelationship of the factors that affect macroeconomic dynamics and how this dynamic influence business decisions and results.

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<p>- Module 2 Managing People</p>	<p>Learning time: 32h Theory classes: 8h Practical classes: 0h Laboratory classes: 6h Guided activities: 0h Self study : 18h</p>
<p>Description:</p> <p>LEADERSHIP AND MOTIVATION OF TEAMS</p> <p>2.1. Motivation 2.2. Communication 2.3. Teams 2.4. Leadership and emotional intelligence</p> <p>HUMAN RESOURCE MANAGEMENT</p> <p>2.5. Human Resources Planning 2.6. Promotion and recruitment 2.7. Development techniques: training and motivating 2.8. The evaluation of individual and team performance</p> <p>Related activities:</p> <ul style="list-style-type: none"> - Work individually and perform critical work on a case of company reorganization resulting in a conflict. Discussion group. - Conduct a role playing on a mediation session in the company in class. - Working individually and make a critical work on a case of recruitment, leadership and communication the company. Discussion group. - Working individually and make a critical work on the film "El método" <p>Specific objectives:</p> <p>Understanding the basics of human behaviour in organizations, from the scope of managerial skills and human resource management.</p>	

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<p>- Module 3 Finance function</p>	<p>Learning time: 39h Theory classes: 10h Practical classes: 0h Laboratory classes: 8h Guided activities: 0h Self study : 21h</p>
<p>Description:</p> <ul style="list-style-type: none">3.1. The economic and financial structure of the company. Ratings.3.2. Costs, benefits and results.3.3. Evaluation and selection of investments.3.4. The sources of funding. <p>Related activities:</p> <ul style="list-style-type: none">ExercisesExercise 1: BSI orderExercise 2: analyzing a company's balancedExercise 3: analyzing a company undercapitalizedExercise 4: analyze and compare two real balancesExercise 5: Arrange items in the profit and loss accountExercise 6: analyze the income statement of a company and propose solutionsExercise 7: Choosing between two projects through the application of NPV and IRR <p>Practice on real data of a company.</p>	

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<p>- Module 4 Introduction to marketing and sales</p>	<p>Learning time: 39h Theory classes: 10h Practical classes: 0h Laboratory classes: 8h Guided activities: 0h Self study : 21h</p>
<p>Description: Offer a perspective of market orientation and customer, identifying major problems, and learn basic technical and market knowledge for making business decisions.</p> <p>Contents</p> <ul style="list-style-type: none"> 4.1. Market orientation and customer orientation of competitive businesses 4.2. Market knowledge. Consumer behaviour and marketing research. 4.3. Operational marketing. Marketing decisions throughout the company 4.4. The product: the quality from a business perspective. Differentiation and identification. 4.5. Price: internal and external constraints. Pricing systems. 4.6. The promotion and advertising: commercial communications, imaging 4.7. The commercial distribution, channel selection and distribution strategies <p>Related activities: Exercises</p> <p>Exercise 1: Market research</p> <p>Exercise 2: SWOT</p> <p>Exercise 3: Marketing MIX</p> <p>Practice: you will receive the statement of a case and all necessary data with which the students developed the marketing mix</p> <p>Specific objectives: Offer a perspective of market orientation and customer, identifying the main problems, and learn basic technical and market knowledge for making business decisions.</p>	

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Qualification system

In the evaluation of the student will be considered both the work done in group and the achievement of the contents assessed in individual written tests (exams). These exams will consist of one part of short questions or test type, and another of open questions or exercises about the subjects learnt both in the lectures and in the practical classes. In the practical classes the teachers follow up the contribution of each student and mentor the development of the assignments. The students will also have a note obtained from the oral presentation of the assignments.

FINAL GRADE = Exams Mark * 0.6 + Assignments mark * 0.3 + Oral presentation * 0.1

Students who may be eligible for reevaluation according to academic regulations may improve on a written exam only the corresponding mark "Exams Mark", which has a weight of 60% on the final grade of the subject, as indicated in the formula above.

Bibliography

Basic:

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