

820001 - E - Business

Coordinating unit: 295 - EEBE - Barcelona East School of Engineering

Teaching unit: 732 - OE - Department of Management

Academic year: 2018

Degree: BACHELOR'S DEGREE IN ELECTRICAL 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)
BACHELOR'S DEGREE IN BIOMEDICAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN ENERGY 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 MATERIALS ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN BIOMEDICAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
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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, Spanish

Teaching staff

Coordinator: Juan Martínez Sánchez

Others: Juan Martínez Sánchez
Jesus Jorcano molins
Patricio Sáez Morales
Carles Tarrés Llovera
M^a Luisa Utrillo Tomás
Mariona Vilà Bonilla

Opening hours

Timetable: In the course of ATENEA, the scheduled time for student attention is available. Also, in the same ATENEA course, you can request a meeting by filling out a brief form.

Degree competences to which the subject contributes

Specific:

CEB-06. Understand the nature of businesses and their institutional and legal framework, organisation and management.

Transversal:

1. 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.

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Teaching methodology

The subject promotes active methodologies in which the student must assume the central responsibility in their learning and uses the method of the reversed class, in which the student works the theory provided by the teaching staff and consult the Doubts through collaborative forums at ATENEA and in the classroom. Learning based on individual and collaborative exercises and the realization of group projects is the other methodological pillar.

Some exercises are gamified and the qualification includes a component that rewards the most active students and who demonstrate greater excellence in their learning.

Learning objectives of the subject

General Objectives

The student must know what a company is, how it is structured and organized, which problems it faces and what are the criteria and resources for its management and the optimization of its operation.

students must know the social, economic, legal, financial, technological, and competitive environment in which companies develop their activity and the role they play.

Developing competencies of observation, analysis, detection of opportunities, the solution to problems, change management, leadership and communication.

To know and know how to plan and communicate a business plan with the classic approach of the Business Plan and using agile methodologies.

Developing skills to plan entrepreneurial projects and group work using tools, concepts, and software of the digital economy.

Specific objectives

Topic 1: Introduce the concept of the company and its management.

Topic 2. Analyze the environment in which the company operates.

Topic 3. Introduction of concepts of microeconomics.

Topic 4. To know the basics of commercial management.

Topic 5. To know the basics of the functional area of production.

Topic 6. To know how to manage human capital in an organization.

Lessons 7 and 8. Introduce the student in the economic and financial decisions.

Topic 9. To know the fundamental concepts related to the functions and tasks of a company's management, the definition of strategies and the management of the information, as well as the main instruments or tools used.

Topic 10: Provide knowledge and skills for the elaboration of a business plan applying agile methodologies.

Study load

Total learning time: 150h	Hours large group:	45h	30.00%
	Hours medium group:	0h	0.00%
	Hours small group:	0h	0.00%
	Guided activities:	15h	10.00%
	Self study:	90h	60.00%

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Content

<p>(ENG) Tema 1. L'Empresa: Concepte d'empresa; tipus d'empresa; objectius; estructura funcional i organitzativa; gestió de recursos escassos</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>
<p>Description: Company concept; Company types; objectives; functional and organizational structure; management of scarce resources.</p> <p>Specific objectives: Introduce the concept of the company and its management</p>	
<p>Topic 2. The business environment: Economic system. Main institutions, economic and social agents</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>
<p>Description: Economic system. Main institutions, economic and social agents.</p> <p>Specific objectives: Analyze the environment in which the company acts</p>	
<p>Topic 3. The market: Market and competitive structure; supply and demand; elasticity</p>	<p>Learning time: 17h 30m Theory classes: 5h Guided activities: 2h 30m Self study : 10h</p>
<p>Description: Market and competitive structure; supply and demand; elasticity</p>	
<p>Topic 4. Commercial management: marketing and sales</p>	<p>Learning time: 21h Theory classes: 6h Guided activities: 2h Self study : 13h</p>
<p>Description: Main concepts of marketing, buyer behavior and sales management techniques.</p>	

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<p>Topic 5. Production function: Production concept; procurement management and procurement logistics. Quality Management Systems</p>	<p>Learning time: 14h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 9h</p>
<p>Description: Production concept; procurement management and procurement logistics. Quality Management Systems</p> <p>Specific objectives: To know the bases of the functional area of production</p>	
<p>Topic 6. Management of people: Selection; orientation; Location; training; Assessment of the job position; Work evaluation; wages; promotion and motivation.</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>
<p>Description: Selection; orientation; Location; training; appraisal of the job position; work evaluation; remuneration; promotion and motivation.</p> <p>Specific objectives: To know how human capital is managed in an organization</p>	
<p>Topic 7. Economic and financial management: Economic and financial structure; income statement; treasury forecast and investment analysis.</p>	<p>Learning time: 23h Theory classes: 7h Guided activities: 2h 30m Self study : 13h 30m</p>
<p>Description: Economic and financial structure; profit account; Treasury forecasting and investment analysis.</p> <p>Specific objectives: Introduce the student in economic and financial decisions.</p>	

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<p>Topic 8. Analysis of Balance Sheet: Study of ratios. Practical exercise</p>	<p>Learning time: 15h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 10h</p>
<p>Description: Study of ratios. Practical exercise</p> <p>Specific objectives: To introduce the student in the economic and financial decisions.</p>	
<p>Topic 9. The management function: Management strategy and information systems</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>
<p>Description: Management models; strategic thinking; definition of the strategy; design of the organization; information systems and management control.</p> <p>Specific objectives: To know the concepts of management, strategy, direction, leadership and development of competencies in these aspects.</p>	
<p>Topic 10: Lean startup</p>	<p>Learning time: 14h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 9h</p>
<p>Description: Study of agile methodologies, lean and design thinking and its application to the elaboration of a business plan.</p>	

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Qualification system

The course will be graded through:

- Three partial tests that will weigh 20%, 15%, and 15%, add, together represent 50% of the grade of the course.
- A project made in teams that will weigh 30% of the global mark, which will be presented and evaluated through continuous deliveries and partial evaluations.

· The remaining 20% of the mark corresponds to exercises / documents carried out by other students in the analysis / assessment (guided) exercises in which they must demonstrate the criterion of judging the degree of correction.

Final exam: only for those who do not pass the subject through the regular evaluation due to a real serious problem (such as an illness or surgical intervention). The problem must be justified by presenting proper documents, for instance, with a medical report.

Evaluation methods: the teaching staff that will assess each of the activities mentioned above, and will calculate a weighted average using the weights indicated for each activity.

There is NO reassessment in this subject.

Regulations for carrying out activities

For each assessment activity, the norms are published in ATENEA.

Bibliography

Basic:

Maurya, Ash. Running lean como iterar de un plan A a un plan que funciona. Logroño: Universidad Internacional de La Rioja, 2014. ISBN 9788416125173.

Complementary:

Iborra, María. Fundamentos de dirección de empresas : conceptos y habilidades directivas. Madrid: Thomson, cop. 2007. ISBN 8497323718.

Crainer, Stuart. Los 50 mejores libros de gestión empresarial. Barcelona: Deusto, cop. 2005. ISBN 8423422801.

Others resources:

Free Notes and documentation supplied through Athena