820001 - E - Business

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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 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

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group:</th>
<th>45h</th>
<th>30.00%</th>
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<tbody>
<tr>
<td></td>
<td>Hours medium group:</td>
<td>0h</td>
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<td></td>
<td>Hours small group:</td>
<td>0h</td>
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<tr>
<td></td>
<td>Guided activities:</td>
<td>15h</td>
<td>10.00%</td>
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<td></td>
<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
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</tbody>
</table>
### Content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Specific objectives</th>
<th>Learning time</th>
<th>Theory classes</th>
<th>Guided activities</th>
<th>Self study</th>
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<tbody>
<tr>
<td><strong>(ENG) Tema 1. L'Empresa: Concepte d'empresa; tipus d'empresa; objectius; estructura funcional i organitzativa; gestió de recursos escassos</strong></td>
<td>Company concept; Company types; objectives; functional and organizational structure; management of scarce resources.</td>
<td>Introduce the concept of the company and its management</td>
<td><strong>11h</strong></td>
<td><strong>3h</strong></td>
<td><strong>1h</strong></td>
<td><strong>7h</strong></td>
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<tr>
<td><strong>Topic 2. The business environment: Economic system. Main institutions, economic and social agents</strong></td>
<td>Economic system. Main institutions, economic and social agents.</td>
<td></td>
<td><strong>11h</strong></td>
<td><strong>3h</strong></td>
<td><strong>1h</strong></td>
<td><strong>7h</strong></td>
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<tr>
<td><strong>Topic 3. The market: Market and competitive structure; supply and demand; elasticity</strong></td>
<td>Market and competitive structure; supply and demand; elasticity</td>
<td></td>
<td><strong>17h 30m</strong></td>
<td><strong>5h</strong></td>
<td><strong>2h 30m</strong></td>
<td><strong>10h</strong></td>
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<tr>
<td><strong>Topic 4. Commercial management: marketing and sales</strong></td>
<td>Main concepts of marketing, buyer behavior and sales management techniques.</td>
<td></td>
<td><strong>21h</strong></td>
<td><strong>6h</strong></td>
<td><strong>2h</strong></td>
<td><strong>13h</strong></td>
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<td><strong>Topic 5. Production function: Production concept; procurement management and procurement logistics. Quality Management Systems</strong></td>
<td>Production concept; procurement management and procurement logistics. Quality Management Systems</td>
<td>To know the bases of the functional area of production</td>
<td>14h 30m</td>
<td>4h</td>
<td>1h 30m</td>
<td>9h</td>
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<td><strong>Topic 6. Management of people: Selection; orientation; Location; training; Assessment of the job position; Work evaluation; wages; promotion and motivation.</strong></td>
<td>Selection; orientation; Location; training; appraisal of the job position; work evaluation; remuneration; promotion and motivation.</td>
<td>To know how human capital is managed in an organization</td>
<td>11h</td>
<td>3h</td>
<td>1h</td>
<td>7h</td>
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<td><strong>Topic 7. Economic and financial management: Economic and financial structure; income statement; treasury forecast and investment analysis.</strong></td>
<td>Economic and financial structure; profit account; Treasury forecasting and investment analysis.</td>
<td>Introduce the student in economic and financial decisions.</td>
<td>23h</td>
<td>7h</td>
<td>2h 30m</td>
<td>13h 30m</td>
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</tbody>
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| **Topic 8. Analysis of Balance Sheet: Study of ratios. Practical exercise** | **Learning time:** 15h 30m  
Theory classes: 4h  
Guided activities: 1h 30m  
Self study: 10h |
| --- | --- |
| **Description:**  
Study of ratios. Practical exercise |
| **Specific objectives:**  
To introduce the student in the economic and financial decisions. |

| **Topic 9. The management function: Management, strategy and information systems** | **Learning time:** 11h  
Theory classes: 3h  
Guided activities: 1h  
Self study: 7h |
| --- | --- |
| **Description:**  
Management models; strategic thinking; definition of the strategy; design of the organization; information systems and management control. |
| **Specific objectives:**  
To know the concepts of management, strategy, direction, leadership and development of competencies in these aspects. |

| **Topic 10: Lean startup** | **Learning time:** 14h 30m  
Theory classes: 4h  
Guided activities: 1h 30m  
Self study: 9h |
| --- | --- |
| **Description:**  
Study of agile methodologies, lean and design thinking and its application to the elaboration of a business plan. |
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.

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

### Bibliography

#### Basic:


#### Complementary:


#### Others resources:

Free Notes and documentation supplied through Athena