Course guides
820001 - E - Business

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

Degree:
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN BIOMEDICAL ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN ENERGY ENGINEERING (Syllabus 2009). (Compulsory subject).
BACHELOR'S DEGREE IN MATERIALS ENGINEERING (Syllabus 2010). (Compulsory subject).

Academic year: 2020 ECTS Credits: 6.0 Languages: Catalan, Spanish

LECTURER
Coordinating lecturer: Juan Martínez Sánchez
Tarres Llovera, Carlos

Others:
Primer quadrimestre:
MARIONA VILA BONILLA - M10
NURIA TALAVERA - M2
PATRICIO ESTEBAN SAEZ MORALES - T1
CARLOS TARRES LLOVERA - T2

Segon quadrimestre:
PAU BARBARA MIR - M10
NURIA TALAVERA - M2
PATRICIO ESTEBAN SAEZ MORALES - 30
CARLOS TARRES LLOVERA - T1
XAVIER CODINAS POCH - T2

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.

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>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>45,0</td>
<td>30.00</td>
</tr>
<tr>
<td>Guided activities</td>
<td>15,0</td>
<td>10.00</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h

CONTENTS

(ENG) Tema 1. L’Empresa: Concepte d’empresa; tipus d’empresa; objectius; estructura funcional i organitzativa; gestió de recursos escassos

Description:
Company concept; Company types; objectives; functional and organizational structure; management of scarce resources.

Specific objectives:
Introduce the concept of the company and its management

Full-or-part-time: 11h
Theory classes: 3h
Guided activities: 1h
Self study: 7h
### Topic 2. The business environment: Economic system. Main institutions, economic and social agents

**Description:**
Economic system. Main institutions, economic and social agents.

**Specific objectives:**
Analyze the environment in which the company acts

**Full-or-part-time:** 11h  
Theory classes: 3h  
Guided activities: 1h  
Self study : 7h

### Topic 3. The market: Market and competitive structure; supply and demand; elasticity

**Description:**
Market and competitive structure; supply and demand; elasticity

**Full-or-part-time:** 17h 30m  
Theory classes: 5h  
Guided activities: 2h 30m  
Self study : 10h

### Topic 4. Commercial management: marketing and sales

**Description:**
Main concepts of marketing, buyer behavior and sales management techniques.

**Full-or-part-time:** 21h  
Theory classes: 6h  
Guided activities: 2h  
Self study : 13h

### Topic 5. Production function: Production concept; procurement management and procurement logistics. Quality Management Systems

**Description:**
Production concept; procurement management and procurement logistics. Quality Management Systems

**Specific objectives:**
To know the bases of the functional area of production

**Full-or-part-time:** 14h 30m  
Theory classes: 4h  
Guided activities: 1h 30m  
Self study : 9h
**Topic 6. Management of people: Selection; orientation; Location; training; Assessment of the job position; Work evaluation; wages; promotion and motivation.**

**Description:**
Selection; orientation; Location; training; appraisal of the job position; work evaluation; remuneration; promotion and motivation.

**Specific objectives:**
To know how human capital is managed in an organization

**Full-or-part-time:** 11h  
Theory classes: 3h  
Guided activities: 1h  
Self study : 7h

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**Topic 7. Economic and financial management: Economic and financial structure; income statement; treasury forecast and investment analysis.**

**Description:**
Economic and financial structure; profit account; Treasury forecasting and investment analysis.

**Specific objectives:**
Introduce the student in economic and financial decisions.

**Full-or-part-time:** 23h  
Theory classes: 7h  
Guided activities: 2h 30m  
Self study : 13h 30m

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**Description:**
Study of ratios. Practical exercise

**Specific objectives:**
To introduce the student in the economic and financial decisions.

**Full-or-part-time:** 15h 30m  
Theory classes: 4h  
Guided activities: 1h 30m  
Self study : 10h

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**Topic 9. The management function: Management, strategy and information systems**

**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.

**Full-or-part-time:** 11h  
Theory classes: 3h  
Guided activities: 1h  
Self study : 7h

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Topic 10: Lean startup

Description:
Study of agile methodologies, lean and design thinking and its application to the elaboration of a business plan.

Full-or-part-time: 14h 30m
Theory classes: 4h
Guided activities: 1h 30m
Self study : 9h

GRADING SYSTEM

The grade of the course will be obtained as a weighted average from the following partial notes with the indicated weights:

• N1: Individual exercises proposed in ATENEA (15%)
• N2: Individual, partial exam. (20 %)
• N3: Report of a Business Plan carried out as a team, of which 3 partial deliveries will be made plus a fourth final, all with the same weight. Together these deliveries are worth (25%)
• N4: Presentation and defense of the business plan as a team (25%)
• N5: Analysis / assessment exercises (guided) carried out by students on exercises or documents carried out by other classmates in which they must demonstrate criteria to judge the degree of correction. (15 %)

In this subject there is NO reevaluation exam.

EXAMINATION RULES.

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

BIBLIOGRAPHY

Basic:

Complementary:

RESOURCES

Other resources:
Free Notes and documentation supplied through Athena