

## 820088 - EC - Commercial Engineering

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

Teaching unit: 717 - EGE - Department of Engineering Presentation

Academic year: 2015

Degree: BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN BIOMEDICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN ENERGY ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN BIOMEDICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN ELECTRICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
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BACHELOR'S DEGREE IN MECHANICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN CHEMICAL ENGINEERING (Syllabus 2009). (Teaching unit Optional)  
BACHELOR'S DEGREE IN INDUSTRIAL ELECTRONICS AND AUTOMATIC CONTROL ENGINEERING (Syllabus 2009). (Teaching unit Optional)

ECTS credits: 6 Teaching languages: Catalan, Spanish, English

### Teaching staff

Coordinator: Josep Pardina Ribas

Others: Josep Pardina Ribas

### Opening hours

Timetable: Classes: Tuesdays and Thursdays from 15 to 17 h  
Attention to students. Tuesday and Thursday from 19 to 21 h

### Degree competences to which the subject contributes

Transversal:

1. ENTREPRENEURSHIP AND INNOVATION - Level 3. Using knowledge and strategic skills to set up and manage projects. Applying systemic solutions to complex problems. Devising and managing innovation in organizations.

### Teaching methodology

Methodology is planned exhibition by 40%, the individual in a 20% group work in 20% and project-based learning by 20%.

### Learning objectives of the subject

Bring to students the basic knowledge of the industrial world trade. Understand the role of technical sales. Knowing the behavior of the markets and shopping networks in factories and industries.

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### Study load

Total learning time: 150h	Hours large group:	60h	40.00%
	Self study:	90h	60.00%

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### Content

<p>(ENG) 1 Introduction: trade, currency, and its evolution</p>	<p>Learning time: 10h Theory classes: 4h Self study : 6h</p>
<p>Description: It is an introduction to the development of trade and currency and its evolution over the centuries and different cultures</p> <p>Specific objectives: View the source and has evolved as the business deal i the different forms of payments</p>	
<p>(ENG) 2. The commercial function. Marketing</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description: See the evolution of supply and demand in prehistory, the Middle Ages and today</p> <p>Related activities: They will see different examples</p> <p>Specific objectives: To study the different systems of relationship between a seller and a buyer from commodities to technology products Industrail</p>	
<p>(ENG) 3. The comercial technician role</p>	<p>Learning time: 22h Theory classes: 8h Self study : 14h</p>
<p>Description: This is to explain what are the roles of new sales engineers and especially those linked to the industrial world</p> <p>Related activities: They will see different examples</p> <p>Specific objectives: Will be different levels of performance Technical Sales in the industrial sector, making comparisons and differences with the vendors closest to the final consumer</p>	

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<p>(ENG) 4. Training and characteristics of the comercial technicians</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description: It will explain the minimum level of knowledge they must have a modern and Technical Sales principalesde character features, in terms of his personality</p> <p>Specific objectives: Specifically detailing the basic knowledge and also details the main features of personality and how they can adapt to the commercial</p>	
<p>(ENG) 5. Market &amp; Product</p>	<p>Learning time: 22h Theory classes: 8h Self study : 14h</p>
<p>Description: It defines different types of markets and also introduced the product definition based on the market</p> <p>Related activities: Ejempls be proposed to clarify the different level of knowledge</p> <p>Specific objectives: It is comparatively explicit as they move the markets, both of raw materials as the tertiary industry and end consumers</p>	
<p>(ENG) 6. Industrial market and its behavior</p>	<p>Learning time: 18h Theory classes: 6h Self study : 12h</p>
<p>Description: It details different market situations, from small businesses to family level to large industrial corporations</p> <p>Related activities: Examples linked</p> <p>Specific objectives: We study the different behaviors of both purchases and sales of small, medium and large companies and making comparisons</p>	

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<p>(ENG) 7. Puechuases and sales in the industrial world</p>	<p>Learning time: 20h Theory classes: 8h Self study : 12h</p>
<p>Description: Exhaustive detailed manner as are purchases and sales in the industrial world as preparing a bid as close untrato, more common conditions, penalties, etc..</p> <p>Related activities: Illustrative examples will propose different</p> <p>Specific objectives: We focus on two groups, the medium and large enterprises to deepen in the rituals of buying and selling (The small company is more comparable to dector behaviors tertiary)</p>	
<p>(ENG) 8 sales network in the industry</p>	<p>Learning time: 18h Theory classes: 6h Self study : 12h</p>
<p>Description: It will explain the formation and organization of a network of sales of industrial products</p> <p>Related activities: Different examples will be made</p> <p>Specific objectives: Will deepen the work system for sales of a large industrial company, will be the composition of the sales organization i-type products in this sector</p>	

### Qualification system

Provides for the continued evaluation by ejercicios class and also the realization of three working groups

### Regulations for carrying out activities

There are not

### Bibliography