

220322 - Business Management Aeronautics

Coordinating unit:	205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering		
Teaching unit:	732 - OE - Department of Management		
Academic year:	2018		
Degree:	MASTER'S DEGREE IN AERONAUTICAL ENGINEERING (Syllabus 2014). (Teaching unit Optional) MASTER'S DEGREE IN SPACE AND AERONAUTICAL ENGINEERING (Syllabus 2016). (Teaching unit Optional)		
ECTS credits:	5	Teaching languages:	English

Teaching staff

Coordinator: Silvia Rodriguez Donaire

Degree competences to which the subject contributes

Specific:

CEEAEROP1. MUEA/MASE: The ability to analyse airport operations, planning and air transport (specific competency for the specialisation in Airports).

CEEAEROP2. MUEA/MASE: The ability to design and calculate airport installations (specific competency for the specialisation in Airports).

CEEAEROP3. MUEA/MASE: The ability to apply analytical and business management techniques to aeronautical companies (specific competency for the specialisation in Airports).

Teaching methodology

The course is divided into parts:

- Theory classes
- Practical classes
- Self-study for doing exercises and external activities.

In the theory classes, teacher will introduce the theoretical basis of the concepts and methods. The teacher will illustrate them with examples appropriate to facilitate their understanding.

In the practical classes (in and out of the classroom), teacher guide students in applying theoretical concepts to solve problems in a pseudo-real scenario, always using critical reasoning. We propose that students solve a situation in and outside the classroom in small groups, to promote contact and use the basic tools needed to solve problems.

Students, independently, need to work individually on the materials provided by the teacher and the outcomes of the sessions of exercises/problems, in order to fix and assimilate the concepts.

Laptops are required to perform the classroom activities.

The teacher provide the syllabus of the course by ATENEA. However, the course will be energized and monitored through an external online platform.

Learning objectives of the subject

This course aims to give a global perspective of how organization operates, applying all these concepts in a practical example related with the especiality.

The main objective of this course is:

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- (1) to provide students a set of tools within the existing strategic management framework, and
- (2) to develop competencies that allow them to think, act, talk, and process information like a manager.

To carry out these objectives are considered necessary to combine theoretical and specific techniques through practical application (PBL, Problem Based Learning).

Study load

Total learning time: 125h	Hours large group:	30h	24.00%
	Hours small group:	15h	12.00%
	Self study:	80h	64.00%

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Content

<p>Module 1: Strategic Management Theory</p>	<p>Learning time: 60h Theory classes: 30h Self study : 30h</p>
<p>Description: In this module we will develop all the strategic management theory associated</p> <p>Related activities:</p> <ul style="list-style-type: none"> - Strategy concept - Business Statement - Situation Analysis - Strategic Objectives & SMART goals - Business Model CANVAS - Segmentation - Marketing (offline & online) - Stakeholder analysis - Financial Plan - Business Strategy - Action and Control 	
<p>Module 2: Strategic Management Practice</p>	<p>Learning time: 65h Practical classes: 15h Self study : 50h</p>
<p>Description: In this module we will apply the strategic management concept into a practical scenario.</p> <p>Related activities:</p> <ul style="list-style-type: none"> - Business Model CANVAS - Business Statement - Situation Analysis - Strategic Objectives & SMART goals - Segmentation - Marketing (offline & online) - Stakeholder analysis - Financial Plan - Business Strategy - Action and Control 	

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Qualification system

The final grade depends on the following assessment criteria:

- Quiz, weight: 20%
- In class group activities, weight: 10%
- PBL activity, weight: 50%
- Individual Exercises, weight: 20%

There is a final exam to improve the grades of the individual activities (exercises & quizzes).

The unsatisfactory results of the group activity (PBL activity) will be redirected through an individual complementary activity to be held before the day fixed for the final exam. This complementary activity can be accessed by students with a score lower than 5.0 the act of evaluation. The rating of this complementary activity scored between 0 and 5. The grade for the application of renewal replace the initial qualification provided that it is superior.

For those students who meet the requirements and submit to the reevaluation examination, the grade of the reevaluation exam will replace the grades of all the on-site written evaluation acts (tests, midterm and final exams) and the grades obtained during the course for lab practices, works, projects and presentations will be kept.

If the final grade after reevaluation is lower than 5.0, it will replace the initial one only if it is higher. If the final grade after reevaluation is greater or equal to 5.0, the final grade of the subject will be pass 5.0.

Bibliography

Basic:

Grant, Robert M. Cases to accompany contemporary strategy analysis. 7th ed. Chichester, UK: John Wiley & Sons, 2010. ISBN 9780470686331.

Grant, Robert M. Contemporary strategy analysis. 8th ed. Chichester, UK: John Wiley & Sons, 2012. ISBN 9780470747100.

Osterwalder, A.; Pigneur, Y. Business model generation: a handbook for visionaries, game changers, and challengers. Hoboken, NJ: John Wiley & Sons, 2010. ISBN 9780470876411.

Osterwalder, A. [et al.]. Value proposition design: how to create products and services customers want. Hoboken, NJ: John Wiley & Sons, 2015. ISBN 9781118968055.

Others resources:

- Slides and Hand outs
- Case Study collection
- Articles and Papers