

## 240EI525 - Business and Organization Management

Coordinating unit:	240 - ETSEIB - Barcelona School of Industrial Engineering		
Teaching unit:	732 - OE - Department of Management		
Academic year:	2019		
Degree:	MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Teaching unit Compulsory) MASTER' S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2019). (Teaching unit Optional) MASTER'S DEGREE IN AUTOMOTIVE ENGINEERING (Syllabus 2012). (Teaching unit Optional)		
ECTS credits:	4,5	Teaching languages:	Catalan, Spanish

### Teaching staff

Coordinator:	Carme Martínez Costa
Others:	Ivan Argilés Paris Joan Llobet Dalmases Carme Martínez Costa Carles Martínez-Marí Agell Antoni Matas Tarruella Maria Olivé Figa David Pàmies Millan

### Degree competences to which the subject contributes

#### Basic:

CB7. (ENG) Que els estudiants sàpiguen aplicar els coneixements adquirits i la seva capacitat de resolució de problemes en entorns nous o poc coneguts dintre de contextos més amplis (o multidisciplinars) relacionats amb la seva àrea d'estudi.

#### Specific:

CEMEI09. Knowledge and abilities to organise and manage companies.

CEMEI10. Knowledge and strategy and planning abilities applied to different organizational structures.

CEMEI11. Knowledge in Labour and Commercial Law.

CEMEI12. Knowledge in financial and cost accounting.

#### Generical:

CGMEI06. (ENG) Gestionar tècnica i econòmicament projectes, instal.lacions, plantes, empreses i centres tecnològics.

CGMEI07. (ENG) Poder exercir funcions de direcció general, direcció tècnica i direcció de projectes I+D+i en plantes, empreses i centres tecnològics.

#### Transversal:

CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.

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### Teaching methodology

lecture  
Self scheduled learning  
Problem-based learning and case discussion

### Learning objectives of the subject

To get the knowledge about the functioning of a company (as an open system with constant relation with their business environment) the key business functions and the nature of management. To get the ability to use the tools and technologies for management planning and implementation of corporate strategies, managerial decision making, problem solving and managing projects or organizational units. Be able to analyse information and evaluate the economic impact of business decisions in the economic and financial situation of the company.

Competencies / Specific objectives:

1. Knowledge of concepts, principles and tools of business administration and management.
2. Having a comprehensive and integrated view of an organization.
3. Ability to formulate policies and strategies.
4. Ability to analyse the economic and financial information of a company, for decision making.
5. Develop management skills.
6. Ability to apply knowledge gained in the design and management of an organization or organizational units.

### Study load

Total learning time: 112h 30m	Hours large group:	27h	24.00%
	Hours medium group:	13h 30m	12.00%
	Guided activities:	0h	0.00%
	Self study:	72h	64.00%

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### Content

<p><b>1. OWNERSHIP, MANAGEMENT AND CORPORATE GOVERNANCE</b></p>	<p>Learning time: 9h Theory classes: 4h 30m Self study : 4h 30m</p>
<p>Description: Concept and classification of the organizations. Social responsibility. Firm environment. Separation of ownership and management. Types of control of the company. Functions of the managers. Levels of management. High management devices. Governing bodies. Codes of good governing.</p> <p>Related activities: 10, 11, 12</p> <p>Specific objectives: 1, 2</p>	
<p><b>2. FINANCIAL STATEMENTS</b></p>	<p>Learning time: 9h Theory classes: 4h 30m Self study : 4h 30m</p>
<p>Description: Introduction to financial accounting. Balance sheet. Valuation of assets. Depreciation and amortization. Valuation of financial assets. Profit and Loss Account.</p> <p>Related activities: 10, 11, 12</p> <p>Specific objectives: 1, 2</p>	
<p><b>3. ECONOMIC AND FINANCIAL ANALYSIS</b></p>	<p>Learning time: 10h Theory classes: 3h Practical classes: 3h Self study : 4h</p>
<p>Description: Analysis of the balance and benefit and loss account. Working capital and cash cycle. Analysis by ratios. Liquidity. Solvency. Indebtedness. Equity balance. Self-financing. Performance, profitability and leveraging.</p> <p>Related activities: 3, 4, 10, 11, 12</p> <p>Specific objectives: 1, 4, 5</p>	

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<p>4. FINANCIAL PLANNING AND BUDGETING</p>	<p>Learning time: 5h Theory classes: 1h 30m Practical classes: 1h 30m Self study : 2h</p>
<p>Description: Provisional accounts. Budgeting. Budget of liquid assets</p> <p>Related activities: 5, 10, 11, 12</p> <p>Specific objectives: 1, 4</p>	
<p>5. COST FOR DECISION MAKING</p>	<p>Learning time: 11h Theory classes: 4h 30m Practical classes: 1h 30m Self study : 5h</p>
<p>Description: Concept of cost. Types of costs. Analysis of costs: margin, breakeven and operative leverage. Valuation of inventories. Relevant costs for making decisions. Operating decisions in low and high capacity.</p> <p>Related activities: 6, 10, 11, 12</p> <p>Specific objectives: 1, 4</p>	
<p>6. FINANCIAL DECISIONS</p>	<p>Learning time: 5h 30m Theory classes: 3h Practical classes: 0h 30m Self study : 2h</p>
<p>Description: Fuding sources of the company. Bank funding and other financial tools. Concept of capital cost. Cost of financial resources. Determination of the cost of own and foreign resources.</p> <p>Related activities: 7, 8, 10, 11, 12</p> <p>Specific objectives: 1, 3, 4</p>	

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<p><b>7. INVESTMENT DECISIONS</b></p>	<p>Learning time: 9h 30m Theory classes: 3h Practical classes: 2h 30m Self study : 4h</p>
<p>Description: Investment concept, types of investment and investment process. Evaluation techniques and investment selection.</p> <p>Related activities: 7, 8, 10, 11, 12</p> <p>Specific objectives: 1, 3, 4</p>	
<p><b>8. STRATEGIC MANAGEMENT</b></p>	<p>Learning time: 6h 30m Theory classes: 1h 30m Practical classes: 1h 30m Self study : 3h 30m</p>
<p>Description: Strategy concept. Strategy components. Strategic management process. Objectives: concept and types. Planning of the company and types of plans. Planning and control systems. Balanced scorecard.</p> <p>Related activities: 9, 10, 11, 12</p> <p>Specific objectives: 1, 2, 3</p>	
<p><b>9. COMERCIAL DECISIONS</b></p>	<p>Learning time: 3h Theory classes: 1h 30m Self study : 1h 30m</p>
<p>Description: Marketing concept. Research and market segmentation. Positioning. Decisions of product, price, distribution and communication. Marketing plan.</p> <p>Related activities: 10, 11, 12</p> <p>Specific objectives: 1, 3</p>	

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### Qualification system

Final exam (35% test and 40% problems)  
Continuous evaluation at class (20%)  
Class Participation (5%)

The qualification of the reassessment exam will replace the mark of the written examination  
Students who have made the final examination and have not passed the subject, they can make the reassessment exam

### Regulations for carrying out activities

They will be given at the beginning of each course

### Bibliography

#### Basic:

Fernández, Esteban; Junquera, Beatriz; del Brío, Jesús Angel. *Iniciación a los negocios para ingenieros : aspectos funcionales*. Madrid: Paraninfo, 2008. ISBN 9788497326810.

Fernández, Esteban; Junquera, Beatriz; del Brío, Jesús Angel. *Iniciación a los negocios : aspectos directivos*. Madrid: Paraninfo, 2008. ISBN 9788497326643.

Fuentes, M. del Mar; Cordón, Eulogio. coord. *Fundamentos de dirección y administración de empresas*. 3a ed. Madrid: Pirámide, 2014. ISBN 9788436832044.

Iborra, María ; Dasí, Àngels; Dolz, Consuelo; Ferrer, Carmen. *Fundamentos de dirección de empresas*. Madrid: Thomson, 2007. ISBN 497323718.

Moyano, J. ; Bruque, S. ; Maqueira, J. M. ; Fidalgo, F. A. M. ; Martínez, P. J.. *Administración de empresas : un enfoque teórico-práctico*. Madrid: Pearson Prentice Hall, 2011. ISBN 9788483227527.

#### Complementary:

Martínez Costa, Carme. *Administració d'empreses : Problemes resolts [on line]*. 2a ed. Barcelona: Edicions UPC, 2007 [Consultation: 12/09/2017]. Available on: <<http://hdl.handle.net/2117/77025>>. ISBN 9788483019399.

Garrido Miralles, Pascual ; Raul Íñiguez. *Análisis de estados contables : elaboración e interpretación de la información financiera*. 2a ed. Madrid: Pirámide, 2012. ISBN 9788436827965.

Ventura Victoria, Juan. *Análisis estratégico de la empresa*. Madrid: Paraninfo, 2008. ISBN 9788497323024.