

820001 - E - Business

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

Teaching unit: 732 - OE - Department of Management

Academic year: 2017

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

ECTS credits: 6 Teaching languages: Catalan, Spanish

Teaching staff

Coordinator: Juan Martínez Sánchez

Others: Juan Martínez Sánchez
M^a Luisa Utrillo Tomás
Carles Tarrés Llovera

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.

Learning objectives of the subject

General objectives

At the end of this course, students should know what a company is, the different types of company, how they are structured and organized, what problems they face and what are the criteria and resources for the management and

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optimization of their operation.

Students should know the social, economic, legal, financial, technological and competitive environments in which companies develop their activity and the role they play.

Students should know the fundamental aspects of technological surveillance, strategy, knowledge management and innovation decisions in the company.

Students should develop basic skills to observe, analyze and detect business opportunities, troubleshooting, change management, lead teams and communicate in a business context.

Finally students should develop skills for group work, based on the paradigms of the "new" Information and Knowledge economy.

Study load

Total learning time: 150h	Hours large group:	45h	30.00%
	Hours medium group:	0h	0.00%
	Hours small group:	0h	0.00%
	Guided activities:	15h	10.00%
	Self study:	90h	60.00%

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Content

<p>(ENG) Tema 1. L'Empresa: Concepte d'empresa; tipus d'empresa; objectius; estructura funcional i organitzativa; gestió de recursos escassos</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>
<p>(ENG) Tema 2. L'entorn de l'empresa: Sistema econòmic. Principals institucions, agents econòmics i socials</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>
<p>(ENG) Tema 3. El mercat: Mercat i estructura competitiva; oferta i demanda; elasticitat</p>	<p>Learning time: 17h 30m Theory classes: 5h Guided activities: 2h 30m Self study : 10h</p>
<p>(ENG) Tema 4. Gestió comercial: màrqueting i vendes</p>	<p>Learning time: 21h Theory classes: 6h Guided activities: 2h Self study : 13h</p>
<p>(ENG) Tema 5. Funció producció: Concepte de producció; gestió de compres i logística d'aprovisionament. Sistemes de gestió de la qualitat</p>	<p>Learning time: 14h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 9h</p>
<p>(ENG) Tema 6. Direcció de persones: Selecció; orientació; ubicació; formació; valoració del lloc de treball; avaluació del treball; remuneració; promoció i motivació.</p>	<p>Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h</p>

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(ENG) Tema 7. Gestió econòmica i financera: Estructura econòmica i financera; compte de resultats; previsió de tresoreria i anàlisi d'inversions.	Learning time: 23h Theory classes: 7h Guided activities: 2h 30m Self study : 13h 30m
(ENG) Tema 8. Anàlisi de Balanços: Estudi de ràtios. Exercici pràctic	Learning time: 15h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 10h
(ENG) Tema 9. La funció de direcció: Cultura; lideratge; pensament estratègic; definició de l'estratègia; disseny de l'organització; sistemes d'informació i control de gestió	Learning time: 11h Theory classes: 3h Guided activities: 1h Self study : 7h
(ENG) Tema 10: Internacionalització i globalització: innovació i competitivitat; sistema d'innovació; Gestió del coneixement i de la innovació; estratègies d'innovació; comerç internacional	Learning time: 14h 30m Theory classes: 4h Guided activities: 1h 30m Self study : 9h

Bibliography

Basic:

Maurya, Ash. Running lean como iterar de un plan A a un plan que funciona. Logroño: Universidad Internacional de La Rioja, 2014. ISBN 9788416125173.

Complementary:

Iborra, María. Fundamentos de dirección de empresas : conceptos y habilidades directivas. Madrid: Thomson, cop. 2007. ISBN 8497323718.

Crainer, Stuart. Los 50 mejores libros de gestión empresarial. Barcelona: Deusto, cop. 2005. ISBN 8423422801.

Others resources:

Free Notes and documentation supplied through Athena