



## Course guide

### 820001 - E - Business

**Last modified:** 08/08/2024

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

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

**Academic year:** 2024    **ECTS Credits:** 6.0    **Languages:** Catalan, Spanish

#### LECTURER

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**Coordinating lecturer:** JUAN MARTINEZ SANCHEZ

**Others:** Primer quadrimestre:  
JUAN MARTINEZ SANCHEZ - Grup: T1  
PATRICIO ESTEBAN SAEZ MORALES - Grup: M2  
NÚRIA TALAVERA PEDROL - Grup: M1  
MARIONA VILÀ BONILLA - Grup: T1

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**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

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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 3. Introduction of concepts of microeconomics.

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

| Type              | Hours | Percentage |
|-------------------|-------|------------|
| Guided activities | 15,0  | 10.00      |
| Hours large group | 45,0  | 30.00      |
| Self study        | 90,0  | 60.00      |

**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

**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

**Topic 8. Analysis of Balance Sheet: Study of ratios. Practical exercise**

**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

**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



## 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 for the course will be obtained as a weighted average based on the following partial grades with the indicated weights:

- N1: Partial exam, individual. (25%)
- N2: Short questionnaires distributed throughout the course (25%)
- N3: Report of a Project carried out as a team. Second Delivery: Business plan (15%)
- N4: Presentation of the Project as a team. (10%)
- N5: Second partial exam, Individual. (25%)

In this course, there is no re-evaluation exam.

## EXAMINATION RULES.

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

## 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. 2014. ISBN 9788428399227.

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

## RESOURCES

### Other resources:

Notes and documentation supplied through Athena