



Universitat de Lleida

DEGREE CURRICULUM
BUSINESS MANAGEMENT

Coordination: MOLTO ARIBAU, MA. MARGARITA

Academic year 2017-18

Subject's general information

Subject name	BUSINESS MANAGEMENT			
Code	102009			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Typology	Modality
	Bachelor's Degree in Computer Engineering	1	COMMON	Attendance-based
ECTS credits	9			
Groups	1GG,2GM			
Theoretical credits	6			
Practical credits	3			
Coordination	MOLTO ARIBAU, MA. MARGARITA			
Department	ADMINISTRACIO D'EMPRESES			
Teaching load distribution between lectures and independent student work	9 ECTS = 25x9 = 225 hours of work 40% --> 90 hours of lectures 70% --> 135 hours of autonomous work			
Important information on data processing	Consult this link for more information.			
Language	Catalan or Spanish			
Distribution of credits	Margarita Moltó Aribau 12,6 ECTS			
Office and hour of attention	To be arranged with the students			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MOLTO ARIBAU, MA. MARGARITA	marga@aegern.udl.cat	12,6	Office 1.19 To be arranged by email

Subject's extra information

Suggestions:

To attain the aims of the subject has to make a continued work during all the semester. to follow the subject properly It's not required previous knowledge but It's necessary critical thought and capacity of abstraction.

It can find complementary material in the Section of Resources of the Virtual Campus: <http://cv.udl.cat>

- Complementary Material
- Collection of Exercises
- Examples of previous years exams
- Articles and publications

It is highly recommended to visit the Virtual Campus associated to the subject periodically.

This Subject is taught in the second semester of the first year program. It corresponds to the topic "Enterprise" inside the Module "Basic Training" of the Degree. It is the first subject that tackles the student of this matter and it helps you became familiar with economic terms as well as the use of methodology in the resolution of subjects of business management.

Learning objectives

- Introduce to the student in the knowledge of the company from an empirical point of view.
- Involve to the student in the knowledge of the organisation of the company and its administration.
- Introduce the different concepts and applied terminologies in business management.
- Establish different models, stages and technical applied in the definition of strategies and resolution of problems.
- Propose methodologies of analysis of the surroundings partner-economic.
- Present the methodologies and necessary strategies to schedule, program and control projects.
- Familiarise to the student with TIC to prepare projects and make presentations.

Competences

Strategic competences of the university of Lleida

- CT3. Training Experience in the use of the new technologies and the information and communication technologies.
- CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Cross-disciplinary competences

- EPS13. Capacity to consider the socioeconomic context as well as the sustainability criteria in engineering solutions.

Specific competences

- GII-FB6. Suitable knowledge of the concept of company, institutional and legal framework of the company. Business organisation and management.
- GII-CRI2. Capacity to plan, conceive, deploy and direct projects, services and computer systems in all the fields, leading his set up and his continuous improvement and evaluation his economic and social impac

Subject contents

The curriculum is divided into the following parts:

PART I: Introduction to business economics

PART II: Activity Trading of the Company

PART III: Productive Activity of the Company

PART IV: Financial Activity of the Company

PART I: INTRODUCTION

1. Preliminary Concepts on Business Organization

1.1. The company as an empirical reality

1.2. Concept and business functions

1.3. Type of business

1.4 The employer

2. Strategic management of the company

2.1. Description of the company: vision, mission and values

2.2. Analysis of the surroundings: general and specific

2.3. Strategic diagnostic: SWOT

2.4. Identification of the elements that contribute value: chain of value

PART II: Activity Trading of the company

3. Commercial activities of the company

3.1. Marketing: origin and concept

3.2. The business planning

3.3. The tactical and strategic variables

4. Market Analysis

- 4.1. The market and the demand
- 4.2. Sales Forecasting
- 4.3. Market Research
- 4.4. Market segmentation

5. Commercial policy of the company

- 5.1. The product policy
- 5.2. The pricing policy
- 5.3. Communication and promotion
- 5.4. The distribution

PART III: The productive activity of the COMPANY

6. The company productive activity

- 6.1. Concepts and general aspects of productive activity
- 6.2. Processes analysis and activities
- 6.3. Function of production and the isoquants curves
- 6.4. The function of costs: fixed and variable costs
- 6.4 The Equilibrium in the general case

7. The organization of productive activity

- 7.1. The threshold of profitability and operating leverage
- 7.2. The production volume in balance
- 7.3. Programació projects

8. The inventory management

- 8.1. Purchasing management of materials: the buying cycle
- 8.2. Concept, function and type of inventory
- 8.3. Models of inventory management

PART IV: FINANTIAL ACTIVITIES IN THE COMPANY

9. Financial Information in the company

- 9.1. Financial information: accounting system
- 9.2. The journal and general ledger
- 9.3. Balance sheet and Income statement
- 9.4. Working capital

PRACTICE

- Practice 1: Introduction to the spreadsheet (not tested)
- Practice 2: Business report
- Practice 3: SWOT Analysis
- Practice 4: Forecast demand.(not tested)
- Practice 5: Markets Segmentation. The Belson rate
- Practice 6: Equilibrium in production in the general case (not tested)
- Practice 7: Scheduling projects with OpenProj
- Practice 8: Exercise of inventory management (not tested)

Methodology

Big-size Group: Theory Sessions (6 credits)

- Lecture: classes based on notes and slides where the concepts of the subject will be presented.
- Problems: The concepts of the subject will work through a series of exercises to be resolved collaboratively and help assimilate key concepts.
- Use Cases: It will apply the techniques seen in class to real examples and their impact on application performance will be analyzed.

Mid-size group: Problems /Laboratory Sessions (3 credits)

- Tutorials and personalized monitoring by groups of practices.
- Problems: Making and correcting exercises related to both the theoretical and practical part of the course.

Autonomous work:

The homework problems and practices will be completed outside of class time.

Development plan

Week	Description	Face-to-face activity GG	Face-to-face activity GM	Autonomous work
1	Presentation Preliminary concepts	Presentation Subject T1: Preliminary Concepts on Business Organization	Assignment 1: Introduction to the Worksheet (does not evaluate)	Study bibliography and program
2	Introduction to the Strategic management	T2. Strategic management of the company	Assignment 2: Company report	Study theory and Assignment 2: company report

3	Introduction to the Strategic management	T2. Strategic management of the company	Assignment 3: SWOT	Study theory and Assignment 3: DAFO Assignment presentation 2: Company Report
4	Commercial activity of the company	T3: commercial Performance of the company	Assignment 3: SWOT	Study theory,practise problems and Assignment 3: SWOT
5	Commercial performance of the company	T3: commercial Performance of the company	Problems of commercialisation	Study theory and practise problems Presentation Assignment 3: SWOT
6	Commercial politics of the company	T4: commercial Politics of the company	Problems of commercialisation	Study theory and practise problems
7	Analysis of markets	T5: Analysis of markets	Assignment 4: Forecast of the demand. (does not evaluate)	Study theory and practise problems. Assignment 4
8	Analysis of markets	T5: Analysis of markets	Assignment 5: Markets Segmentation, The index of Belson	Study theory and practise problems.
9		1^{er} Partial		Study
10	Productive activity of the company	T6: The productive activity of the company	Assignment 6: balance in the production	Study theory and practise problems
11	Organisation productive activity	T7: The organisation of the productive activity of the company	Problems of programming of project	Study theory and practise problems
12	Organisation productive activity	T7: The organisation of the productive activity of the company	Assignment 7: Programming of projects with Openproj	Study theory and practise problems. Assignment 7
13	Management of inventories	T8: The management of inventories	Assignment 8: Calculation of the volume of optimum stock	Study theory and practise problems Assignment presentation 7: programming of projects with Openproj
14	Financial activity of the company	T9: Introduction to the financial decisions	Problems of finances	Study theory and practise problems
15	Review	Review 2n Partial	Review 2n partial	Study theory and practise problems
16		2^{where} Partial		Study
17		2^{where} Partial		Study
18				
19		Recovery		Study

Evaluation

The evaluation activities of the subject are specified in the following table:

Evaluation Activities	Minimum Grade	Weighting %	Dates	C/V (1)	Recoverable
Assignment 2: Business idea		5	Week 3	V	Yes
Assignment 3: SWOT analysis		10	Week 5	V	Yes
Assignment 5: market segmentation		10	Week 8	V	Yes
Exam 1	Passed \geq 4	35	Week 9	C	Yes
Assignment 7: Programming project with OpenPro		5	Week 13	V	Yes
Exam 2	Passed \geq 4	35	Week 16-17	C	Yes

(1)Compulsory / Voluntary

To pass the subject students who have a grade point average greater than or equal to 5. The mark will be calculated from the results achieved in each of the evaluation activities and the weights detailed above. To calculate the average grade the student must have achieved a rating of minimum 4 in the two exams of the subject.

Clarification:

- Students who have not submitted the proposed practices will have a rating of zero in this/These activity/ies.
- Students who failed any of the exams can recover it within the week of recovery.

Bibliography

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BUENO, E.; CRUZ, I. Y DURAN, J.J.: *Economía de la empresa. Análisis de las decisiones empresariales*. Madrid: Ed. Pirámide, 1996.

CASTILLO, A. Et al: *Prácticas de gestión de empresas*. Madrid: Ed. Pirámide, 1992.

PÉREZ GOROSTEGUI, E.: *Curso de Introducción a la Economía de la Empresa*. Madrid: Ed. Centro de Estudios Ramón Areces, 2009.

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