



DEGREE CURRICULUM  
**BUSINESS MANAGEMENT**

Coordination: MILLAN GOMEZ, JOSE SEBASTIAN

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	BUSINESS MANAGEMENT			
<b>Code</b>	102108			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Automation and Industrial Electronic Engineering	1	COMMON/CORE	Attendance-based
	Bachelor's Degree in Energy and Sustainability Engineering	1	COMMON/CORE	Attendance-based
	Bachelor's Degree in Mechanical Engineering	1	COMMON/CORE	Attendance-based
	Common branch in industrial engineering programs - Lleida	1	COMMON/CORE	Attendance-based
	Double bachelor's degree: Degree in Mechanical Engineering and Degree in Energy and Sustainability Engineering	1	COMMON/CORE	Attendance-based
	Programa Acadèmic de Recorregut Successiu - Enginyeries Industrials	1	COMMON/CORE	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	3		3
<b>Coordination</b>	MILLAN GOMEZ, JOSE SEBASTIAN			
<b>Department</b>	ECONOMICS AND BUSINESS			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Spanish			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
IBAÑEZ JORNET, SILVIA	silvia.ibanez@udl.cat	6	
MILLAN GOMEZ, JOSE SEBASTIAN	jose.millan@udl.cat	1	
PERNIA GRILLO, RAMON	ramon.pernia@udl.cat	11	

## Subject's extra information

In order to reach the stated goals this subject requires a continuous work all over the semester.

Critical thinking and abstract reasoning abilities are needed.

Additional learning materials are available at Campus Virtual, <http://cv.udl.cat>:

- Problems.
- Past years solved tests.
- Papers and publications.

All news about the subject are announced at Campus Virtual, so it is recommended to visit it frequently.

## Learning objectives

- - To be able to use informatic tools and resources to ease the programming design of business projects.
  - To be able to use software to improve efficiency in business management.
- - To increase the knowledge about business management and administration.
  - To introduce different concepts applied to business administration with a theoretical basis in actual conditions.
- - To be able to apply models and techniques for stating and solving problems in business management.

## Competences

EPS11. Capacity to understand the needs of the user expressed in a no technical language.

EPS13. Ability to consider the socio-economical context and sustainability criteria in engineering solutions.

UdL5. Apply the gender perspective to the functions of the professional field.

GEM6/GEEIA6/CG6. Appropriate knowledge of the concept of a company, its institutional and legal framework. Business organization and management.

CB4. That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public

CG4. Ability to understand and apply the principles of basic knowledge of general chemistry, organic and inorganic chemistry and their applications in engineering.

## Subject contents

1- The company and its environment:

- a. The company and the systemic, dynamic and complex environment. European and global context
  - b. THE RIS3CAT 2030:
    - i. Discovering opportunities in the quadruple helix ecosystem.
    - ii. Systemic approach and challenges of transformative and responsible innovation.
  - c. Business models:
    - i. According to legal models
    - ii. For purposes:
      - 1. Companies
      - 2. Start-Ups
  - d. Purpose, vision and values
  - e. Challenges and discovery of opportunities in the territory.
  - f. Bioeconomy and SDGs
  - g. Technology and digital transformation
- 2- The strategy versus business tactics:
- a. Situation analysis
  - b. Objectives and strategic plan
  - c. Tactical and action plan
  - d. SMARTE objectives
  - e. the business plan
  - f. Model Business Model Canvas
- 3- Quality management:
- a. Quality, process management and virtuous circle
  - b. Value string
  - c. Strategic, operational and staff processes
  - d. The creation of a process
  - e. Scalability
  - f. Quality standards:
    - i. ISO 9001 (Quality)
    - ii. ISO 14001 (Environmental Medicine)
  - g. Metrics and KPIS
  - h. Innovation management:
    - i. Typologies
      - 1. The ten typologies of Doblin
      - 2. The twelve typologies of MIT Sloan
    - ii. Inhibitors of innovation
    - iii. Models and tools to manage innovation
      - 1. Design Thinking

2. Running Lean and Lean Canvas

3. UX

4. The PMV (Minimum Viable Product)

4- The management of the organization:

a. Organigrama

b. Professiogram and professional skills technical and transversal

c. Team management

d. Conflict management and resolution

e. Belbin roles

f. The habits and rituals

g. Inclusion, gender perspective and biases.

5- Finances for non-financial:

a. The cycle of exploitation:

i. The shopping cycle

ii. The sales cycle

b. The financial cycle

c. Income and Costs:

i. income

ii. Fixed and variable costs

iii. The benefit

iv. The calculation of the equilibrium

d. Investments and amortizations

e. Analysis of financial statements: The balance sheet and the results account

f. Investment evaluation

6- Commercial management and marketing plan:

a. The commercial plan and commercial objectives

b. The sales team

c. The marketing plan and the proposal for positioning.

The process of buying industrial (B2B).

e. marketing mix: The 4 Ps: Product, Price, Communication and Distribution

i. Proposed value of the Product and Service. Benefits and frustrations

ii. Price-fixing methods: Based on costs, competition and demand.

iii. Distribution and e-commerce

iv. Communication:

1. The sales argument

2. Resolution of objections

3. Tools to sell better: Demonstrations, videos... of some benefit or resolution of a frustration.

7- The supply chain and logistics:

- a. supply chain challenges
- b. Transport and mobility management
- c. Last mile
- d. Sustainability and climate change
- e. Natural resources
- f. Waste management

8- Technologies for the company:

- a. Big data, data management.
- b. Internet of Things
- c. Advanced and sustainable materials
- d. AI
- e. Mixed Reality and Augmented Reality
- f. 3D printing
- g. Other technologies for the company

## Methodology

Activity	Group	Face to face activity	Time	Non face to face activity	Time	Total time
		Classwork	hours	Homework	hours	hours
<b>Master class</b>	Master class Big group	Explanation of principals. Theory lessons.	<b>30</b>	Learning, understanding and summarising concepts.	<b>45</b>	<b>75</b>
<b>Problems and case studies</b>	Computer room Middled group	Problems and case studies solving	<b>30</b>	Learning, understanding and solving problems and case studies	<b>45</b>	<b>75</b>
<b>Totals</b>			<b>60</b>		<b>90</b>	<b>150</b>

## Development plan

Week	Lesson	Theory	Practice
1	1	The company, its environment	Excel. Search SABI for companies in the sector to choose from and create different graphics.
2	1	The company, its environment	What is a STARTUP? See and find success stories in STARTUP and how they started and continued as a company.
3	2	Business strategy	Write an objective.
4	2	Business strategy	Model business Model Canvas
5	3	Quality and innovation management	Data analysis and creation of dynamic tables. Initial explanation of how to make a Table.
6	3	Quality and innovation management	Creation of a dashboard with KPIs

7	4	Organizational management	LEGO DUCKLE, Belbin roles and see that each one is different and valuable.
8	4	Organizational management	Gender perspective.
9		FIRST TERM ASSIGNMENT	
10	5	Finance for Non-Financial	Balance sheet and income statement.
11	6	Commercial management and marketing plan	Marketing
12	6	Commercial management and marketing plan	Commercial
13	7	Supply chain and logistics	
14	7	Supply chain and logistics	Purchase of the same product with different prices and suppliers. Justify the chosen option.
15	8	Technologies for the company	AI in the industrial world, examples with companies and products.

## Evaluation

### Continued evaluation

Block	%	Activity	%	Minimum score	Resit exam
1 - First term	30	First term exam	30	5	YES
2 - Second term	30	Second term exam	30	5	YES
3 - Homeworks and classworks lessons 1 - 4	20	Classwork 1 Classwork 2	10 10		
4 - Homework and classworks lessons 5 - 8	20	Classwork 3 Classwork 4	10 10		

Score range: from 0 to 10 points

### Alternative evaluation

The student who has the approval to be evaluated by alternative evaluation (see requirements and procedure in the evaluation regulations) must take a single exam of all the contents of the subject, which will have a weight of 100% of the final grade.

## Bibliography

Recommended bibliography

Mochón, Francisco (2009) Economía. Teoría y Política. McGraw-Hill.

Mankiw, N.Gregory (1998) Principios de economía. McGraw-Hill

Pérez Gorostegui Eduardo (2009) Curso de introducción a la economía de la empresa. Centro de Estudios Ramón Areces, UNED.

Resources:

[https://cdn.einforma.com/descargas/guia\\_rapida\\_SabiINFORMA.pdf](https://cdn.einforma.com/descargas/guia_rapida_SabiINFORMA.pdf)