



Universitat de Lleida

DEGREE CURRICULUM
BUSINESS MANAGEMENT

Coordination: FLORENSA GUIU, ROSA MARIA

Academic year 2023-24

Subject's general information

Subject name	BUSINESS MANAGEMENT			
Code	102328			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's degree in Industrial Organization and Logistics Engineering	1	COMMON/CORE	Attendance-based
	Common branch in industrial engineering programs - Igualada	1	COMMON/CORE	Attendance-based
	Not informed	1	COMMON/CORE	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3	3	
	Number of groups	1	1	
Coordination	FLORENSA GUIU, ROSA MARIA			
Department	ECONOMICS AND BUSINESS			
Teaching load distribution between lectures and independent student work	Classroom hours: 60 hours Autonomous work: 90 hours			
Important information on data processing	Consult this link for more information.			
Language	Catalan / Spanish			
Distribution of credits	Theoretical: 3 ECTS Room practices: 3 ECTS			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FLORENSA GUIU, ROSA MARIA	rosa.florensa@UDL.CAT	6	

Subject's extra information

Subject that is studied in the 2nd semester of the 1st year of the Degree in Industrial and Logistics Organization and in the Degree in Chemistry Engineering. It corresponds to the Subject "Business" within the Module "Basic Training".

Subject that requires continuous work throughout the semester in order to achieve the stated goals. Critical thinking and abstract reasoning abilities are required.

It is recommended to frequently visit the Virtual Campus space associated with the subject as all the corresponding information is announced.

Learning objectives

The aim of this subject is to introduce students to the field of study of Business Management, so that they acquire knowledge related to the structure and operation of companies.

Learning outcomes:

- Acquire knowledge about management and business administration.
- Learn economic and financial tools for business management.
- Know the main functions of the company.
- Make an introduction to location, business sizing and logistics strategies
- Be aware of models and techniques for stating and solving problems in business management.

Competences

B02: That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

B03: That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical issues.

B04: That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.

B05: That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG4: Solve problems with initiative, make decisions, creativity, critical reasoning and to communicate and transmit knowledge, skills and abilities in the field of Engineering in Industrial Organization.

CG8: Apply quality principles and methods.

CG9: Organize and plan within the company, and other institutions and organizations.

CG10: Work in a multilingual and multidisciplinary environment.

CE6: To acquire the concept of company, institutional and legal framework of the company. Business organisation and management.

CT1: Develop an adequate understanding and oral and written expression of Catalan and Spanish.

CT2: Develop significant command of a foreign language, especially English.

CT4: To apply basic knowledge of entrepreneurship and professional environments

Subject contents

Unit 1: The business and the entrepreneur

- The business as a system.
- Theories of the business.
- Business classifications.
- Business Plan.
- Organization of companies
- Business strategy

Unit 2: Production in the company

- Production and product factors.
- Production function, zones and elasticity.
- Law of decreasing marginal returns (Average and marginal productivity)
- Neoclassical model of two variables.
- Scale yields
- Coob-Douglas functions

Unit 3: Production costs

- Functions and types of costs. Calculation of the dead point.
- Production costs.
- Cost curves
- Income and benefits.
- Deadlock analysis.

Unit 4: The commercial function

- Evolution of marketing
- Marketing variables.
- Marketing plan
- Business planning of the company,

Topic 5: Investment Evaluation

- Size of investments
- Methodologies to analyze financial profitability
- Evaluation criteria based on capital updating (VAN, IRR, Pay-Back)

Topic 6: Balance sheet and income statement

- The balance
- The income statement
- Financial analysis of balance sheets.

Unit 7: Supply and demand

- Scissors model.
- Displacement in the supply and demand curve
- Market equilibrium.
- Elasticity of supply and demand
- Introduction to Keynesian theory

Unit 8: Non competitive markets

- Types of market structures
- Perfect competition
- Imperfect competition.

Unit 9: Location, business dimension and logistics

- Location of companies. Reasons and factors
- Size of the company
- Business logistics. Logistics system and multimodality

Methodology

This subject combines theoretical lessons with practical application through analysis of articles, case studies and practical exercises.

The usual format of the sessions will consist of a first part of explanation of the main concepts, and then a practical activity aimed at the classroom will be proposed to internalize and consolidate the concepts covered in the session.

The hourly distribution of dedication will be:

Activity	Classroom activity		Homework activity		Total time
	Goals	Hours	Student work	Hours	Hours/ECTS
Master class	Explanation of concepts	30	Study: know, understand and synthesize knowledge	45	75
Problems and case studies	Problems, case study analyses, article analyses, group dynamics, ...	20	Solve study cases	30	50

Integrating project	Development of the integrating project	8	Develop the integrating project	12	20
	Oral presentation of the integrating project	2	Prepare the oral presentation of the integrating project	3	5
Totals		60		90	150

The classes are face-to-face, theory will be explained and practices and cases to be solved will be exposed.

Explanations on theoretical aspects of the academic program will be combined with the resolution of practical cases and exercises from the business world.

The classes will not be 100% theoretical.

Some practical cases will be worked on in pairs or in groups, some of the practices that will have to be handed in during the semester will also be worked on in class.

It will be recommended to bring the laptop to class for a few days.

Materials and resources:

The **Power point** presentations that will be followed in class and the statements of the **Exercises** that will be solved in class will be found in Sakai in the **Resources** section.

In the **Activities** section, the practices that will be carried out during the semester will be presented.

It is recommended to bring the statements of the Exercises in class to be able to solve them.

It is recommended to enter the virtual campus of this subject regularly. In this space you will find: the presentations of the different topics, the statements of the exercises, notices, notes, etc.

You can request personalized tutorials to resolve any doubts that may arise in the subject, as it is an important tool to successfully pass this subject.

Development plan

WEEK	UNIT
Week 1	Unit 1
Week 2-3	Unit 2
Week 4-5	Unit 3
Week 5-6	Unit 4
Week 7-8	Unit 5
Week 9	Evaluation
Week 10	Unit 6. Recovery 1st partial
Week 11-12	Unit 7
Week 13-14	Unit 8

Week 15	Unit 9 and Evaluation
Week 16-17	Recovery 2n partial

Evaluation

ASSESSMENT:

- Partial 1: 24%
- Partial 2: 24%
- Theory tests, practical exercises and attendance: 19%
- Practices: 18%
- Integrative project: 15%

The tests are evaluated from 0 to 10 points.

During the course, other exercises that will be proposed during the course may be submitted voluntarily and will be taken into account to round off the final grade when the subject has been passed (maximum 0.5 points).

It will be possible to participate in a Trivial available on Campus, the ranking will be valued and the first 3 positions will be able to get a maximum of 0.5 points (once the subject has been approved).

To qualify for an MH you must obtain an Excellent in the midterm exams and a grade of Notable/Excellent in the practices. Voluntary exercises will be delivered. The mark for the recovery of the midterms will not be taken into account.

- The **Partial Exams** include problems with arguments and justifications.

The first partial test will take place on week 9. The second partial test will take place the last week of class. The recovery will take place on week 17, (week of exams, and on this date you can also improve the grade of the subject, following the guidelines of the Academic Framework of Degrees of the EPS).

Each test will have a weight of 24% on the final grade, and to pass them it is necessary to get at least 4.50 from each part. If the grade is less than 4.50, it must be recovered and the grade may also be raised.

- **2 theory tests** and practical exercises will be carried out in the classroom, with a total weight of 19%. The theory tests will include definitions, brief mathematical resolutions, reasoning,... they will be carried out the week before the exams (weeks 7 and 14), they have a weight of 12%. Class attendance will be valued.

- **3 Practices** must be delivered in the Sakai Activities space (it will be specified if any exercise can be done in pairs), which will mean a total value of 18% of the grade (6.0% each Practice). To correct these exercises, the solution, format, presentation and written argumentation will be taken into account. The presentation, the correct application of the tools and the interpretation of the results will be assessed. The practices must have the format of a report (Objective, Scope, Methodology, Results, Conclusions and References).

- **The Integrative Project** is a group work that is developed in coordination with various subjects of the course to be able to deal with an engineering problem in a transversal way. In the case of the integrative project of the 1st year of the 2nd semester, the following subjects participate: Business The practices must be presented in the format and delivery date indicated in the statement. Organization and Materials Science.

The coordinator of the integrating project will monitor the tasks entrusted in the script that will be provided at the beginning of the semester.

All the subjects of the project will be enrolled at the same time. If more than 50% of the subjects that are part of

the project have already been passed, they may choose to carry out an equivalent piece of work per subject.

CHARACTERISTICS:

PARTIAL EXAMS.

There are 2 tests that will include theory questions and problem solving.

Duration: 1h 30'

It will be essential to carry a non-programmable calculator,

You must bring: pen, pencil, eraser, tipex.

No device (mobile, digital cameras, video cameras, etc.) may be used during the exam, nor may any smart watch be worn. Any system of copying or attempted copying or plagiarism detected involves the application of current regulations.

Exam	Darte	Hour
First part	Week 8	According to calendar
Second part	Last week of class	Class time
Second partial recovery/ Note improvement	Week 17	According to calendar

2 Provide theory and individual practical exercises in the classroom, with a total weight of 19%. The theory tests are taken the week before the exam (weeks 7 and 14), with a weight of 12%. Practical exercises are given during class time. **Class attendance is valued**

PRACTICES.

3 PRACTICES will be delivered (can be done individually or in pairs), which will mean a value of 18% of the grade, and all are worth the same.

To assess these exercises, the solution, format, presentation and written argumentation will be taken into account.

They will be delivered through the corresponding Sakai Activity, if it is done in pairs, only one of the students will deliver it. It must be submitted within the established deadline, if it is delivered after the deadline, it will not be taken into consideration.

Practice	Unit	Date limit
1.- Strategies for growth of a company	1	It will be indicated previously in class
2.- Marketing plan.	4	It will be indicated previously in class
3.- Selection of projects according to VAN and TIR	5	It will be indicated previously in class

If Plagiarism is detected between 2 or more practices presented or from external sources, in the latter case, without having adequately indicated the reference bibliography, their score will not be taken into account for any of the students who have carried out the practices involved.

INTEGRATING PROJECT

The integrative project is a group work that is carried out in coordination with various subjects of the course to deal with an engineering problem in a transversal way, it represents 15% of the grade.

In the case of the 1st year 2nd semester integrative project, the following subjects participate: Business Organization and Materials Science.

All the subjects of the project will be enrolled at the same time. If you have already passed more than 50% of the subjects that are part of the project, you can choose to do an equivalent piece of work per subject.

ALTERNATIVE ASSESSMENT

If a student has the go-ahead to be evaluated by alternative evaluation (see requirements and procedure in the evaluation regulations) they must carry out the following activities on the stipulated delivery dates. Partial 1: 30% Partial 2: 30% Practical activities (individual format): 25%. The practices will have to be delivered in the format and delivery date indicated in the statement. The presentation, correct application of the tools and the interpretation of results will be valued. These will have to have a report format (Objective, Scope, Methodology, Results, Conclusions and References).

CHANGE OF THE DATE OF AN EXAM.

The Regulations for the evaluation and qualification of teaching in the degrees and master's degrees of the UdL approved by the Governing Council on February 26, 2014 are followed, it is indicated in section 13 that the student who cannot attend the evaluation tests that are listed and programmed in the teaching guide for the subject or, where appropriate, on the degree or master's website-, or in the final tests, for a series of justified reasons (a list is attached in the regulations), you will have the right to that the professor responsible for the subject set a new date so that it can be developed properly:

Bibliography

Aguer Hortal M., "Teoría y práctica de economía de la empresa". Centro de Estudios Ramón Areces

Bueno-Campos, E., (2005). "Curso básico de Economía de la Empresa: Un enfoque de organización". Pirámide, Grupo Anaya.

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

Mochon F., "Principios de Economía". Ed. Mc Graw Hill

Parkin M., "Microeconomía". Ed. Addison Wesley

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

Sloman J., "Introducción a la Microeconomía" Ed. Prentice Hall.

Other articles and documents provided or mentioned in class

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