

Academic Year: ( 2019 / 2020 )

Review date: 30-05-2019

Department assigned to the subject: Department of Mechanical Engineering

Coordinating teacher: DURAN HERAS, ALFONSO

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

**COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.**

- Skills and knowledge to organize and manage companies
- Skills and knowledge on strategy and planning, applied to different organizational structures
- Knowledge of labor law and mercantile law
- Knowledge on financial and cost accounting
- Capabilities in work organization and human resources management
- Skills and knowledge in integrated project management
- Capabilities in the management of Research, Development and Innovation

**DESCRIPTION OF CONTENTS: PROGRAMME**

- \* Institutional and legal framework. Core management concepts and challenges:
  - \*\* Institutional and legal framework
  - \*\* Objectives and conflicting objectives. Decisions under uncertainty and/or incomplete information
  - \*\* Costs and Economies. Markets
- \* Financial management:
  - \*\* Investment projects evaluation. Opportunity cost
  - \*\* Financial and cost accounting
  - \*\* Taxes
  - \*\* Analysis of financial statements
  - \*\* Financing decisions
- \* Marketing and sales management
  - \*\* Foundations of industrial marketing
  - \*\* Marketing mix
  - \*\* The sales function
- \* Strategic management
  - \*\* Planning and strategic management
- \* Organizational design and Human Resources Management
  - \*\* Organizational structure
  - \*\* HR in the firm. Main functions.
  - \*\* Leadership and motivation
  - \*\* Legal framework
- \* Other subsystems in the firm
  - \*\* Business processes in industrial companies
  - \*\* Management of technological R+D+I
  - \*\* Entrepreneurship. Creation of technology-based companies

**LEARNING ACTIVITIES AND METHODOLOGY**

Learning activities will encompass:

- \* Lectures, aimed at presenting the knowledge to be acquired by the students. As supporting material, students will get slides and will have basic reference texts to facilitate following the lectures and ulterior work.

- \* Exercise resolution by the students, aimed at the self-evaluation and to attain the required capabilities
- \* Practical, problem solving and case discussion sessions, to develop and discuss problems and cases assigned to the students
- \* Personal student work, including study and tests

#### ASSESSMENT SYSTEM

The assessment system will encompass the continuous evaluation of the student activity, as well as an assessment through a final written exam, that will globally evaluate the knowledge, skills and capabilities acquired throughout the course. Percentages: 40% (Continuous evaluation) and 60% (final written exam).  
Minimum grade at final exam to pass the course: 4

In the extraordinary (make-up) evaluation, continuous evaluation grade will only be taken into account if this leads to a higher grade.

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

#### BASIC BIBLIOGRAPHY

- Material provided by the instructor Slides, exercises..., Through Aula Global.

#### ADDITIONAL BIBLIOGRAPHY

- H. James Harrington Mejoramiento de los procesos de la empresa, McGraw Hill.
- Richard A. Brealey, Stewart C. Myers y Alan J. Marcus. Fundamentos de Finanzas Corporativas., McGraw-Hill. .
- Veciana, José María La creación de empresas : un enfoque gerencial, La Caixa.