

Academic Year: ( 2022 / 2023 )

Review date: 30-05-2022

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: DURAN HERAS, ALFONSO

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

General Business Administration background (i.e. accounting, finance, marketing, operations management, strategic management, etc.)

**OBJECTIVES**

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:
- \* 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 :

- \* Lectures. (0,8 ECTS)
- \* Exercise resolution sessions. Exercises solved in the classroom to ensure assimilation of the contents. (0,8 ECTS)
- \* Computer lab or case discussion sessions (0,4 ECTS)
- \* Individual and group-based student work. E.g. study, case presentation, MOOC completion... (4 ECTS)

Learning methodologies:

- \* Lectures by the instructor, supported by computer and audiovisual tools. Bibliography to complement the learning process will be provided.
- \* Resolution of practical cases, exercises, etc. ... proposed by the instructor, either individually or as a group
- \* Class presentation / discussion, moderated by the instructor, of practical cases and contents related with the subject
- \* Individual or group preparation of reports or analysis (mainly during the case discussion sessions)

## ASSESSMENT SYSTEM

The assessment system will encompass the continuous evaluation of the student activity (including, when applicable, activities such as case presentation and/or MOOC completion), 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.