Engineering Management II

Academic Year: (2022 / 2023) **Review date: 15-05-2022**

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: MORCILLO BELLIDO, JESUS

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No prerequisites

OBJECTIVES

Specific competences:

- Understand the Sales-Distribution process and apply its basic methods and techniques.

- Analyze the impact and opportunities arising from electronic commerce and its implications on potential conflicts between channels.

- Understand the Economic-Administrative process and its relationships.

- Analyze and interpret the accounting information: Balance and Income Statement, and information related to costs.

- Know the ABC cost systems.

- Understand the relationship between financing and investment decisions and the creation of value.

DESCRIPTION OF CONTENTS: PROGRAMME

(Updated 2019-20).
Introduction to sales and distribution management.
Strategic and operational marketing
Design and management of the sales structure.
Distribution channels. Order management
Electronic Commerce
Economic-Administrative Process.
Analysis and interpretation of accounting information. Main financial statements: Balance sheet, income statement.
Cost accounting. Activity-based costs (ABC)
Financing and investment
Creation of companies and entrepreneurial initiative (¿Entrepeneurship¿).

ASSESSMENT SYSTEM

Continuous evaluation: 40%
Final exam: 60%
There is the condition of obtaining a minimum grade of 4 in the continuous assessment to pass the subject in the ordinary call.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Brealy, R; Myers, S; Marcus, A Fundamentals of Corporate Finance, McGraw-Hill, 2010

- Kotler P Marketing, Pearson, 2017