

Academic Year: ( 2023 / 2024 )

Review date: 28-04-2023

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: HERNANDEZ PAZ, VIRGINIA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

Branch of knowledge: Engineering and Architecture

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

No pre-requirements are needed

## OBJECTIVES

By the end of this content area, students will be able to have:

1. Knowledge and understanding of the scientific and mathematical principles underlying the branch of Telecommunication Technologies engineering;
2. Awareness of the wider multidisciplinary context of engineering, applying knowledge of mathematics, statistics, economics and other scientific fields to the analysis of business situations.
3. The ability to apply their knowledge and understanding to analyse engineering products, processes and methods;
4. An understanding of methodologies, and an ability to use them in the analysis of business situations.
5. The ability to select and use appropriate methods in the management of the companies;
6. An awareness of the non-technical implications of engineering practice within the management of the companies;
7. Function effectively as an individual and as a member of a team;
8. Demonstrate awareness of the health, safety and legal issues and responsibilities of engineering practice, the impact of engineering solutions in a societal and environmental context, and commit to professional ethics, responsibilities and norms of engineering practice;
9. Demonstrate an awareness of project management and business practices, such as risk and change management, and understand their limitations;

## DESCRIPTION OF CONTENTS: PROGRAMME

1. The Firm: management and organization
  - 1.1. The entrepreneur and the firm. Strategic analysis
  - 1.2. Objective and strategies of the firm
  - 1.3. Organization design. Business functions
  - 1.4. Types of companies and legal forms. Corporate governance
2. Financial management
  - 2.1. Accounting and financial statements
  - 2.2. Firm's economic-financial analysis
  - 2.3. Evaluation of investment projects
3. Operations management
  - 3.1. Production management
  - 3.2. Types of production systems
  - 3.3. Capacity management. Cost analysis and leveraged buyout
4. Marketing and sales management
  - 4.1. The marketing Plan
  - 4.2. Segmentation and positioning
  - 4.3. Marketing-mix decisions
5. Innovation and tech companies
  - 5.1. Concept and types of innovation
  - 5.2. Innovation Management. Strategies for the protection and exploitation of technology
  - 5.3. Tech companies. Tech ecosystems

## LEARNING ACTIVITIES AND METHODOLOGY

Lectures, exercises, cases and assignments to be carried out by the students and discussed during the sessions, readings assigned by the instructor or identified by the students. In addition, the students carry out a group assignment that consists of the analysis of a company, applying the knowledge acquired in the course.

## ASSESSMENT SYSTEM

Continuous evaluation (40%).

Final exam (60%).

It is compulsory to achieve minimum 4 points over 10.

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

- Navas López, J.E. y Guerras Martín, L.A. Fundamentals of strategic management, Thomson, 2018

## ADDITIONAL BIBLIOGRAPHY

- B Erasmus, S Rudansky-Kloppers, J Strydom, JA Badenhorst-Weiss, y otros (eds.). Introduction to Business Management, Oxford University Press, 2019

- Richard A. Brealey, Stewart C. Myers y Alan J. Marcus Fundamentals of Corporate Finance, McGraw Hil, 2007

- Schilling, M Strategic Management of Technological Innovation, McGraw Hil, 2017

## BASIC ELECTRONIC RESOURCES

- Navas López, J.E. y Guerras Martín, L.A. . Fundamentals of strategic management:  
[https://bibliotecas.uc3m.es/permalink/f/63b8kq/34UC3M\\_ALMA51302368630004213](https://bibliotecas.uc3m.es/permalink/f/63b8kq/34UC3M_ALMA51302368630004213)