240EO033 - Business Management

Coordinating unit: 240 - ETSEIB - Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Teaching unit Compulsory)
MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Teaching unit Optional)
ECTS credits: 6  Teaching languages: Spanish

Degree competences to which the subject contributes

Basic:
CB9. (ENG) Que els estudiants sàpiguen comunicar les seves conclusions i coneixements (i darrers raonaments que els sostienen), a públics especialitzats i no especialitzats de manera clara i sense ambigüitats.

Specific:
CE011. Identify, analyze, diagnose, design and implement solutions in complex socio-technical systems.
CE014. Analyze the risks and consequences of proposed solutions in various business subsystems and their social and environmental.

General:
CGO3. Acquire skills related to the design and management of complex organizations, including people management, financial aspects, production, project management, and allocation and distribution of resources for managers and management problems.

Transversal:
CT4. EFFECTIVE USE OF INFORMATION RESOURCES: Managing the acquisition, structuring, analysis and display of data and information in the chosen area of specialisation and critically assessing the results obtained.

Teaching methodology

This course is based on a methodology focused on active learning on the part of the student. Some classes will need some previous work by the student (for example, readings, preparation of a case, etc.). Participatory dynamics and group work will be used during the classes.

Learning objectives of the subject

The main aim of this course is to help the students to understand the fundamentals of management, and, specifically, the managerial roles.

At the end of the course, students should be able...
1. To explain the concept of management, why is so important and what are the managerial roles.
2. To know how to explain the main administrative functions: planning, organizing, leading and controlling.
3. To explain the concept of 'organizational culture', how the managers/founders establish it, how it can be identified, and why is so important for the functioning of the organization.
4. To understand the concept of strategy and its relation to the planning function.
5. To distinguish among different organizational structures, knowing its pros and cons.
And the student is going to improve on his/her ability:
8. To do critical reasoning
9. To communicate orally and in writing
10. To work in groups

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours medium group: 54h</th>
<th>36.00%</th>
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<tbody>
<tr>
<td>Self study: 96h</td>
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<td>64.00%</td>
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### 1. Fundamentals of management

**Learning time:** 17h 10m  
Theory classes: 8h  
Self study: 9h 10m

**Description:**  
In this unit, we will review basic concepts of business, the management process, understand its importance and the different functions. We will also understand the role of managers and the skills they must have to manage effectively and efficiently.

**Related activities:**  
1a

**Specific objectives:**  
1, 8, 9, 10

### 2. How to lead in a global environment?

**Learning time:** 28h 40m  
Theory classes: 12h  
Self study: 16h 40m

**Description:**  
This lesson seeks to explain why the capacity to perceive, interpret and apropiately respond to the global environment is vital for the organizational success. It also aims to approach some fundamental topics to the students such as: globalization, glocalization, national culture, organizational culture, etc.

**Related activities:**  
2

**Specific objectives:**  
3, 8, 9, 10

### 3. Strategic planning and business models

**Learning time:** 36h  
Theory classes: 16h  
Self study: 20h

**Description:**  
In this unit, the planning function is introduced. What is it? What are the pros and cons of planning? How do managers define the objectives? What is meant by the strategy? And, for strategic management? What are the main business and corporate strategies? What is a strategic plan and how is it elaborated? How is a successful business model defined? How can general management generate new competitive advantages?

**Related activities:**  
4

**Specific objectives:**  
2, 4, 8, 9, 10
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### 5. Organizational structure

**Learning time:** 31h  
- Theory classes: 6h  
- Guided activities: 7h 30m  
- Self study: 17h 30m

**Description:**  
In this unit, some principles of organizational design are introduced. Why do some organizations have different structures than others? Which are the elements of organizational structure? How important is structure? What are the common organizational forms?

**Related activities:**  
5

**Specific objectives:**  
5, 8, 9, 10

### 4. Making decisions in management

**Learning time:** 18h  
- Theory classes: 8h  
- Self study: 10h

**Description:**  
This unit will introduce the concept of rationality in decision-making in management committees, as well as the influence of the economics of behavior on the management of a company.

**Related activities:**  
6

**Specific objectives:**  
6, 7, 8, 9, 10

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**Qualification system**

TOTAL GRADE OF THE SUBJECT = 0.5*PL + 0.5*FE  
PL: Average mark derived from several activities. At the beginning of the course, this will be explained.  
FE: Grade obtained at the final exam.

The grade obtained in the re-evaluation exam will replace the grade for the final exam. It is compulsory to take the ordinary exam in order to be able to opt for this second final exam.

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**Regulations for carrying out activities**

It is not allowed to bring to the examination any class of lecture notes, books, or any other reference material. The calculator is not necessary.
Bibliography

Basic:


Complementary:


