

Course guide

310616 - 310616 - Business Organisation and Management

Last modified: 14/02/2024

Unit in charge: Barcelona School of Building Construction
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN GEOINFORMATION AND GEOMATICS ENGINEERING (Syllabus 2016).
(Compulsory subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Galera Rodrigo, Asunción

Others: Galera Rodrigo, Asunción

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. (ENG) Capacitat per a la presa de decisions, de lideratge, gestió de recursos humans i direcció d'equips interdisciplinaris relacionats amb la informació espacial.
2. Adequate knowledge of the concept of company, institutional and legal mark of the company. Organization and management of the companies.
3. (ENG) Gestió i execució de projectes d'investigació, de desenvolupament i d'innovació dins l'àmbit d'aquesta enginyeria.

Transversal:

4. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
5. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.
6. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 1. Analyzing the world's situation critically and systemically, while taking an interdisciplinary approach to sustainability and adhering to the principles of sustainable human development. Recognizing the social and environmental implications of a particular professional activity.

TEACHING METHODOLOGY

The teaching methodology combines the following training strategies: expository method, participatory expository class, resolution of group exercises and case studies. The strategies listed are combined as follows: each topic begins with a theoretical exposition of the contents by the teacher; At the end of the topics, activities are proposed to work on them; These activities are carried out inside or outside the classroom, and in some cases they end in a sharing and debate on the questions raised, encouraging the active participation of the students. Depending on the cases, students must deliver the resolution of the exercises to the teacher. In addition to the proposed exercises, the student is provided with illustrative readings of the contents studied to facilitate the understanding of the concepts studied.

Parallel to the activities directly related to each topic, a transversal activity will be carried out in which the students will work in groups to simulate a business case invented by themselves, from which they will be able to consolidate the concepts learned and develop the skills generic associated with the subject.

LEARNING OBJECTIVES OF THE SUBJECT

DISCIPLINARY KNOWLEDGE (KNOW)

Get to know the company in general, what it represents and what justifies its existence.

Know the concept of strategic direction and the stages that make it up.

Know the design parameters of the organization.

Know the theories on motivation and leadership and their application in the workplace.

Know the basics of the accounting information system and economic-financial analysis.

PROFESSIONAL SKILLS (Know-how):

Access sources that can provide information to improve and manage the company.

Interpret information and use it to support management tasks.

Use and develop knowledge to detect and identify problems, provide appropriate solutions and determine the necessary actions to achieve the desired results.

ATTITUDES (KNOW TO BE - KNOW TO BE): Independent learning, teamwork, leadership, negotiation, creative thinking, self-confidence, self-motivation, interpersonal communication...

STUDY LOAD

Type	Hours	Percentage
Hours medium group	36,0	24.00
Self study	90,0	60.00
Hours large group	24,0	16.00

Total learning time: 150 h

CONTENTS

C1. Company, strategy and competitiveness

Description:

1. Concept of company and entrepreneur
2. Schools of administrative thought
3. Strategic direction
 - 3.1. External and internal analysis
 - 3.2. Information and ICT
 - 3.3. Strategy formulation
 - 3.4. Planning, implementation and control

Related activities:

Dossier of activities for topic 1.

Full-or-part-time: 41h

Theory classes: 8h

Practical classes: 5h

Laboratory classes: 4h

Self study : 24h

C2. Organization design

Description:

1. Concept of organization
2. Fundamental parts of the organization
3. Organization design
 - 3.1. Job design
 - 3.2. Superstructure design
 - 3.3. Side link design
 - 3.4. Decision-making system design
4. Organizational models

Related activities:

Dossier of activities for topic 2.

Full-or-part-time: 34h

Theory classes: 5h

Practical classes: 4h

Laboratory classes: 3h

Self study : 22h

C3. The human factor in the company

Description:

1. The individual in organizations
2. Motivation
3. Leadership
4. The groups
5. Communication
6. The organizational culture

Related activities:

Dossier of activities of the topic 3.

Full-or-part-time: 35h

Theory classes: 6h

Practical classes: 4h

Laboratory classes: 3h

Self study : 22h

C4. Introduction to accounting information

Description:

1. Accounting concept
2. The corporate heritage
3. The balance sheet
4. The accounting facts
5. The profit and loss account
6. Economic and financial analysis

Related activities:

Activity 4.

Full-or-part-time: 34h

Theory classes: 5h

Practical classes: 4h

Laboratory classes: 3h

Self study : 22h

GRADING SYSTEM

The final grade for the course will be made up of the following elements:

Activities of Unit 1 (7.5%)

Activities of Unit 2 (7.5%)

Assessment test units 1 and 2 (20%)

Activities of Unit 3 (7.5%)

Activities of Unit 4 (7.5%)

Assessment test units 3 and 4 (20%)

Business simulation work (30%)

Students who do not pass the assessment tests must take the final exam.

EXAMINATION RULES.

All programmed activities are mandatory

BIBLIOGRAPHY

Basic:

- Cuatrecasas Arbós, Lluís. Organización y gestión de la producción en la empresa actual. Barcelona: l'autor, 1994. ISBN 8460517152.
- Miquel Peris, Salvador. Introducción al marketing. Madrid [etc.]: McGraw-Hill, 1994. ISBN 8448118464.
- Mussons Sellés, Jaume. La empresa y la competitividad [on line]. Barcelona: Edicions UPC, 1997 [Consultation: 09/03/2015]. Available on: <http://hdl.handle.net/2099.3/36364>. ISBN 8483012324.
- Santesmases Mestre, Miguel. Marketing: conceptos y estrategias. 5a ed. Madrid: Pirámide, 2004. ISBN 8436818709.
- Rodríguez Porras, José María. El factor humano en la empresa. Bilbao: Deusto, 2003. ISBN 8423420248.
- Gil, Ignacio; Ruiz, Leonor; Ruiz, Jesús. La nueva dirección de personas en la empresa. Madrid: McGraw-Hill, 1997. ISBN 8448110560.

Complementary:

- Porter, Michael E. Estrategia competitiva : técnicas para el análisis de los sectores industriales y de la competencia. Madrid: Pirámide, 2009. ISBN 9788436823387.
- Viedma Martí, José Ma. La excelencia empresarial: un estudio del caso español con conclusiones aplicables a las empresas latinoamericanas. Madrid: McGraw-Hill, 1992. ISBN 8448100050.
- Davis, Keith. Comportamiento humano en el trabajo. 11a ed. México: McGraw-Hill, 2003. ISBN 9701037367.

- Dess, Gregory G.; Miller, Alex. Strategic management. New York: McGraw-Hill, 1993. ISBN 0070165696.