

## 29832 - Business Management and Organization

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 29832 - Business Management and Organization

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura  
326 - Escuela Universitaria Politécnica de Teruel

**Degree:** 440 - Bachelor's Degree in Electronic and Automatic Engineering  
444 - Bachelor's Degree in Electronic and Automatic Engineering

**ECTS:** 6.0

**Year:** 4

**Semester:** Second semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The goal of this subject is for students to acquire the necessary knowledge about the Strategic Management process and, especially, about Operations Management, so that they can participate in the future in the decision making process in the company. To do so, they will learn to use strategic and operational techniques such as: types of strategies, product portfolio, location decisions, production processes, occupational risk prevention, production planning, industrial logistics and/or quality.

### 2. Learning results

- Understand the current business structure, from large corporations to SMEs, know their governance structures and the conflicts and overlaps between stakeholders.
- Understand the relationship between environment, behavior (types of strategies) and company results. Characterize the environment of the company and chooses the appropriate competitive strategy.
- Understand the diversity of business and organizational functions, as well as the special characteristics of managerial work.
- Understand the main characteristics of different organizational designs. Design organization charts and manuals for functions. Use and interpret human resources information in organizations.
- Understand the company's business function and strategy. Make decisions on communication, distribution, product and price based on the company's overall strategy. Know the basics of sales techniques.
- Identify the main strategic and tactical decisions in operations management.
- Apply location criteria to select locations for company activities.
- Relate product and process design decisions.
- Establish the principles of production planning and scheduling.
- Analyze and makes proposals for improvement of work methods. Apply simple time study techniques in the work organization.
- Identify the key parameters in procurement and inventory management. Select the most appropriate physical and commercial distribution channels for products and services.
- Recognize the importance of occupational risk prevention in the company's activities
- Identify the main elements necessary to organize the prevention of occupational risks in the company's activities.

### 3. Syllabus

Part I. Strategic direction.

Part II. Operations management.

- Block I. Decisions on location, production processes and work organization.
- Block II. Decisions on planning, scheduling and control of operations.
- Block III. Industrial logistics.
- Block IV. Industrial quality decisions.

### 4. Academic activities

**Río Ebro Campus (Zaragoza).**

- Lectures (48 hours). Theoretical-practical sessions in which the contents of the subject will be explained.
- Laboratory practices (12 hours). Practical exercises using computer tools.

- Personal study (87 hours).
- Assessment tests (3 hours)

#### **Teruel Campus.**

- Lectures (30 hours). Theoretical-practical sessions in which the contents of the subject will be explained.
- Problems and cases (30 hours). Practical exercises.
- Personal study (87 hours).
- Assessment tests (3 hours)

### **5. Assessment system**

1. Assessment throughout the semester. Students who so wish, may be assessed by continuous assessment, performing the following activities:

- Performance of group practical exercises applying concepts of the subject and using computer tools. It will account for 20% of the final grade.
- Performance of proposed practical exercises using computer tools. They will account for 10% of the final grade.
- Completion of an individual written test that includes theoretical and practical questions of the topics learned in the subject . It will be evaluated with 70% of the final grade. A score of 4.5 out of 10 will be required in this test in order to be averaged with the previous continuous assessment activities and to pass the subject. It will be carried out at the official call.

2. Global assessment: It incorporates the entire syllabus (theoretical and practical) and will consist of two exams to be taken at official calls:

- The first one will be the same as the one in the continuous assessment and represents 70% of the final grade.
- The second one will follow the previous one and will include the rest of the syllabus. A score of 4.5 out of 10 on the written test will be required for the written test to average with the previous test. This exam represents 30% of the final grade.

#### **Teruel Campus.**

1. Assessment throughout the semester. Students who so wish, may be assessed by continuous assessment, performing the following activities:

- Performance of practical exercises. It will account for 30% of the final grade.
- Completion of an individual written test that includes theoretical and practical questions of the topics learned in the subject . It will be evaluated with 70% of the final grade. A score of 4.5 out of 10 will be required in this test in order to be averaged with the previous continuous assessment activities and to pass the subject. It will be carried out at the official call.

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### **6. Sustainable Development Goals**

8 - Decent Work and Economic Growth