

2023/2024

Company Organisation and Management

Code: 103813 ECTS Credits: 6

Degree	Туре	Year	Semester
2500897 Chemical Engineering	FB	2	1
2500897 Chemical Engineering	FB	2	2

Contact

Name: Ricard Esparza Masana

Email: ricard.esparza@uab.cat

Teaching groups languages

You can check it through this <u>link</u>. To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

Juan Carlos Gallego Garcia

Prerequisites

Basic knowledge of calculus, algebra and functions.

Objectives and Contextualisation

The course aims to provide a series of knowledge in relation to the conceptual framework of the company and the economic system in which it operates, as well as the analysis and approach of microeconomic and management techniques and models, making special emphasis on those areas linked to technology-based companies. It will seek to provide a theoretical-practical vision that students can relate to current challenges and situations in the academic and sectoral field of their studies

Competences

Chemical Engineering

- Analyse and apply the basic principles of organisation and planning to companies and other organisations or institutions
- Analyse the economic feasibility of an industrial chemical engineering project.
- Communication
- Develop personal work habits.

- Develop thinking habits.
- Observe ethics and professionalism.
- Participate in the organisation and planning of companies.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Work in a team.

Learning Outcomes

- 1. Apply the basic principles of company organisation and management.
- 2. Communicate efficiently, orally and in writing, knowledge, results and skills, both professionally and to non-expert audiences.
- 3. Contribute to society's welfare and to sustainable development.
- 4. Describe and analyse the economic environment of a company in its institutional and legal framework.
- 5. Develop independent learning strategies.
- 6. Develop scientific thinking.
- 7. Identify the monetary flows involved in the process industry.
- 8. Identify, manage and resolve conflicts.
- 9. Manage available time and resources. Work in an organised manner.
- 10. Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.
- 11. Work cooperatively.

Content

- 1. Economic context and productive structure
- 1.1. The company and economic system
- 1.2. Economic principles and business forms according to legal and socio-economic criteria
- 1.3. Contemporary economic and business context
- 2. Industrial organization and contracts
- 2.1. Perfect competition: profit maximization and cost minimization

2.3. Market failures and imperfect competition: monopoly, oligopoly (quantity and price competition) and monopolistic competition

2.3. Introduction to the theory of contracts and asymmetric information: moral hazard, adverse selection and possible solutions (incentives, signaling)

- 3. Key concepts of investments and financing
- 3.1. Investment concepts, basic financial instruments, investment selection (VAN, IRR)
- 3.2. Investment, depreciation and cash flows
- 3.3. The sources of financing in the company and the cost of capital
- 4. Technology-based business projects
- 4.1. Key concepts of innovative technology-based projects
- 4.2. Intellectual and industrial protection

- 4.3. Specific funding for technology-based projects
- 4.4. Product development
- 4.5. Commercialization and marketing aspects

Methodology

The theory lectures are focused on presenting the key contents of the topics contained in this teaching guide, presenting the theoretical vision, but at the same time seeking to identify its practical application. Practice sessions are intended for discussion and problem solving. Finally, the seminars are intended for the presentation and discussion of practical cases.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

ACTIVITIES

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Applied sessions	15	0.6	1, 5, 9, 7, 10, 11
Seminars	5	0.2	1, 2, 4, 5, 8, 10
Theory	30	1.2	1, 4, 6, 9, 7, 10
Type: Supervised			
Office hours	6	0.24	1, 6, 5, 9, 10
Type: Autonomous			
Individual work	60	2.4	1, 2, 3, 4, 6, 5, 9, 7, 8, 10
Studying for exams	30	1.2	1, 2, 4, 5, 9, 7, 8, 10, 11

Assessment

Continuous evaluation system

Exams: there will be two individual exams; the first in the middle of the semester and the second at the end of the year. Each of the exams has a weight of 30% on the final mark of the subject. The exams cover approximately 50% of the subject matter each. A minimum grade of 3 out of 10 is required on each of the exams in order for them to be averaged with the rest of the assessment activities. If you do not get this grade (and if you meet the requirements mentioned below), you will have to take the make-up exam.

Realization and delivery of practical activities: throughout the course, it will be necessary to deliver exercises and/or other types of practical activities, which may be (at the discretion of the teaching team) individual or in groups. The weight of these activities as a whole will be 30% on the final mark of the course.

Participation and discussion of the seminars: participation and written discussion in the seminars will have a weight of 10% on the final mark of the course.

In the event that a student, through this continuous evaluation system, obtains a grade equal to or higher than 5, but without reaching the minimum grade of 3 in any of the partials, and does not present himself for the recovery, the final grade obtained will be 4.5.

Recovery : Those students who have not passed the subject through continuous assessment (but who have obtained a minimum of 3.5 out of 10 final grade) will have a final test consisting of a recovery examfor the entire subject The grade obtained in this make-up exam will be equivalent to 100% of the final grade of the subject (the other assessment activities willnot be counted).

Each student must go to the assessment test scheduled by their group. Following the regulations in force, the assessment tests will not be rescheduled unless it is in one of the exceptional cases contemplated by the same regulations (these reasons do not include exams from other institutions, previously scheduled visits to the doctor, trips, etc. .).

Second-year students must complete the same assessment process as first-year students

Without prejudice to other disciplinary measures that are deemed appropriate, and in accordance with current academic regulations, irregularities committed by a student that may lead to a variation of the grade will be graded with a zero (0). For example, plagiarizing, copying, letting copy, ..., an assessment activity, will result in failing that assessment activity with a zero (0). Assessment activities qualified in this way and by this procedure will not be recoverable. If it is necessary to pass any of these assessment activities to pass the subject, this subject will be suspended directly, with no opportunity to recover it in the same course.

The dates of continuous assessment and deliveries will be published in the Moodle Classroom and may be subject to schedule changes for reasons of adaptation to possible incidents. The Moodle Classroom will always be informed about these changes as it is understood that this is the usual platform for the exchange of information between teachers and students.

Title	Weighting	Hours	ECTS	Learning Outcomes
Applied activities to be solved and submitted	30	0	0	1, 2, 3, 4, 6, 5, 9, 7, 8, 10, 11
Exams	60	4	0.16	1, 4, 6, 5, 9, 7, 10
Written discussion on the seminars	10	0	0	1, 2, 4, 6, 5, 9, 8, 10, 11

Assessment Activities

Bibliography

Belleflamme, P. et al. (2021) "Organización industrial: mercados y estrategia". 6a ed. Bogotá: Editorial Universidad del Rosario

Brealey, R.A., Myers, S.C., Franklin, A (2020) "Principios de finanzas corporativas". 13a ed. Madrid: McGraw-Hill/Interamericana de España

Boero, C. (2020) "Organización industrial". Córdoba: Jorge Sarmiento Editor

Dodgson, M. et al (eds). (2013) "The Oxford handbook of innovation management". Oxford: Oxford University Press

Genescà, E., Urbano, D., Capelleras, J.L., Guallarte, C., Vergés, J. (coord.). (2003) "Creación de empresas -Entrepreneurship". Bellaterra: Manuals d'Economia, Servei de Publicacions de la UAB Rajadell, M. (2009) "Creación de empreas". Barcelona: Universitat Politècnica de Catalunya

Pérez Gorostegui, E. (2014) "Fundamentos de economía de la empresa". 7a ed. Madrid: Centro de Estudios Ramón Areces

Serra Ramoneda, A. (2003) "Mercados, contratos y empresa". 2a ed. Bellaterra: Servei de Publicacions de la UAB

Shalley, C.E. et al. (2015) "The Oxford handbook of creativity, innovation and entrepreneurship". Oxford: Oxford University Press

Soriano Llobera, J.M. (2012) "Economía de la empresa". Barcelona: Universitat Politècnica de Catalunya

Suárez, A. S. (2014) "Decisiones óptimas de inversión y financiación en la empresa". Madrid: Pirámide

Varian, H.R. (2015) "Microeconomía intermedia". 9a ed. Barcelona: Antoni Bosch Editor

Software

No specialised software required.