

Program	09TT- Engineering in Telecommunication Technologies and Services
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Course number and name	
Number	95000032
Name	Business Administration Organización de Empresas
Semester	Y3-S6

Credits and contact hours	
ECTS Credits	4.5
Contact hours	45

Coordinator's name	Santiago Iglesias Pradas
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Specific course information		
Description of course content		
The objective of this course is to provide students with basic training and skills in business management. In order to achieve this goal, the course contents and activities will cover strategic management processes and analysis of the different functional areas of organizations from a practical approach.		
List of topics to be covered		
1.- Strategic management. 2.- Marketing. 3.- Logistics and operations. 4.- Human resources. 5.- Innovation processes in organizations. 6.- Business plan		
Prerequisites or co-requisites		
The course has no prerequisites, but knowledge of basic economics is recommended.		
Course category in the program		
<input checked="" type="checkbox"/> R (required)	<input type="checkbox"/> E (elective)	<input type="checkbox"/> SE (selective elective)

Specific goals for the course	
Specific outcomes of instruction	
RA27: Being capable of structuring and developing a business plan.	
Student outcomes addressed by the course	
CG2, CG3, CG7, CG8	

Bibliography and supplemental materials

- Navas López, J.E.; Guerras Martín, L.A.: "La Dirección Estratégica de la Empresa: Teoría y Aplicaciones". 4ª Edición. Thomson-Civitas, 2007
- Pérez Gorostegui, E.: "Curso de introducción a la economía de la empresa". Editorial Universitaria Ramon Areces, 2010.
- Santesmases Mestre, M.: "Marketing. Conceptos y Estrategias". 6ª edición. Pirámide, 2012.
- Página web de la asignatura: <http://moodle.upm.es/titulaciones/oficiales>

Teaching methodology

X lectures	___ problem solving sessions	X collaborative actions	___ laboratory sessions
Other:	PBL, case study		