



University of Engineering and Technology
School of Computer Science
Syllabus of Course
Academic Period 2018-II

1. **Code and Name:** GH0008. Business Management
2. **Credits:** 2
3. **Hours of theory and Lab:** 1 HT; 2 HP;
4. **Professor(s)**

Meetings after coordination with the professor

5. Bibliography

- [A12] Maurya. A. *Running lean: Iterate from plan A to a plan that works*. Sebastopol, 2012.
[PF03] Kotler. P and Trias de Bes. F. *Marketing Lateral*. Madrid, Person Prentice Hill., 2003.

6. Information about the course

- (a) **Brief description about the course .**
- (b) **Prerequisites:** GH0007. Introduction to Business Development. (2nd Sem)
- (c) **Type of Course:** Mandatory
- (d) **Modality:** Face to face

7. Specific goals of the Course

- Understanding the basics of the business planning process and its role within the business life cycle.

8. Contribution to Outcomes

- f) An ability to communicate effectively. (**Usage**)
- h) A recognition of the need for, and an ability to engage in life-long learning. (**Usage**)
- n) Apply knowledge of the humanities in their professional work. (**Usage**)

9. Competences (IEEE)

- C17.** Ability to properly express in oral and written media as expected from a university graduate. ⇒ **Outcome f,h,n**
- C20.** Ability to connect theory and skills learned in academia to real-world occurrences explaining their relevance and utility. ⇒ **Outcome f,n**
- C24.** Understanding the need for lifelong learning and improving skills and abilities. ⇒ **Outcome f,h**

10. List of topics

1. Business Management

11. Methodology and Evaluation

Methodology:

Theory Sessions:

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

Lab Sessions:

In order to verify their competences, several activities including active learning and roleplay will be developed during lab sessions.

Oral Presentations:

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

Reading:

Throughout the course different readings are provided, which are evaluated. The average of the notes in the readings is considered as the mark of a qualified practice. The use of the UTEC Online virtual campus allows each student to access the course information, and interact outside the classroom with the teacher and with the other students.

Evaluation System:**12. Content**

Unit 1: Business Management (16)	
Competences Expected: C17,C20	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • Understood the importance of effective planning and how it contributes to a company has launch and success. 	<ul style="list-style-type: none"> • The business lifecycle: why do I need a business plan? • Differences between business model and business planning. • The importance of a well-structured team. • Environmental analysis and main market research tools. • Strategic Planning: Why it is necessary and how it is done. • The importance of capital: human, financial, and intellectual. • How to build an operations plan • The basics of marketing: defining marketing strategy. • Financial Projections : costs and sales. • Legal issues. • Responsible Businesses: the basics.
Readings : [A12], [PF03]	