

## 25813 - Economic and business aspects of design

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 25813 - Economic and business aspects of design

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

**ECTS:** 6.0

**Year:** 2

**Semester:** Second semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The subject is an introduction to the company and its organization from the point of view of product design and processes. It includes contents of Economics and Business, with special emphasis on strategic planning, leadership and teamwork management, decision making and economic assessment.

### 2. Learning results

- To be able to adequately carry out a strategic planning for the development and launch of a new product to the market.
- Know how to draw up action plans for the development of this planning over time, solve the problems that arise and make decisions on the necessary resources, all according to the product life cycle.
- Be able to economically evaluate the investment project necessary for the development and launch of the new product.
- Knowing how to locate the production plant, select the necessary production equipment, carry out its distribution, estimate the necessary human resources, calculate the associated costs, establish the margin and calculate the final price of the new product.
- Know how to carry out the feasibility study of the investment project for this new product and make the appropriate business decisions.
- Be able to search for the necessary, real and relevant information from different sources, summarize this information and use it to solve the real problem presented.
- Be able to present in writing, in the form of a report, and orally, in the form of a presentation, the work carried out, taking special care to highlight the main conclusions, always duly justified, using appropriate terminology.

### 3. Syllabus

PART I. COMPANY AND INFORMATION

PART II. FUNCTIONAL AREAS OF THE COMPANY

II.1. The Directive Function.

II.2. The Human Resources Administration and Management Function.

II.3. The Financial Function.

II.4. The Commercial Function.

II.5. The Productive Function.

### 4. Academic activities

The subject includes 6 ECTS organized according to:

- Lectures (1.2 ECTS): 30 hours.
- Practices (1.2 ECTS): 30 hours.
- Guided assignments (1.72 ECTS): 43 hours.
- Autonomous work (1.8 ECTS): 45 hours.
- Tutorials (0.2 ECTS): 5 hours.
- Assessment (0,08 ECTS): 2 hours.

### 5. Assessment system

The subject will be assessed in the global assessment modality by means of the following activities:

Test 1: Module work (30% of the final grade).

Group work in conjunction with 4 other subjects, which may be monitored by means of partial deliveries, personalized tutorials, meeting minutes, etc. This note is a joint note for the module work group.

Test 2: Classroom work (30% of the final grade).

This grade will be obtained from the active participation during the theoretical and practical classes with the resolution of small cases, exercises, etc.

Test 3: Written exam (40% of the final grade).

It is necessary to have passed all three tests individually in order to pass the subject through this system.

All students who do not wish to use the system of the three previous tests, or who have not passed them individually, according to the regulations of the University of Zaragoza in this regard, will have the opportunity to pass the subject by means of a global test in the two official exam calls.

## **6. Sustainable Development Goals**

- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure
- 12 - Responsible Production and Consumption