

[MDB303] ECONOMIC AND FINANCIAL MANAGEMENT OF DESIGN

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	STRATEGIC DESIGN
Semester	1	Course	1	Mention / Field of specialisation
Character	COMPULSORY		Language	CASTELLANO
Plan	2022	Modality	Face-to-face	Total hours
Credits	3	Hours/week	1.67	30 class hours + 45 non-class hours = 75 total hours

PROFESSORS

AZPI-NAZABAL IRAOLAGOITIA, MAITE

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
VISUAL COMMUNICATION DESIGN METHODOLOGY	(No previous knowledge required)

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA08 - Determine the economic-financial viability of the business project in order to develop sustainable business plans that incorporate innovative products and services		x		3
Total:				3

KC: Knowledge or Content / SK: Skills / AB: Abilities

CONTENTS

Fundamentals of Accounting and Financial Management

- Accounting system
- Cost analysis
- Financial analysis

Economic-financial feasibility study of a product - service

Pricing

Definition and launch of a new business

- Economic-financial planning
- Feasibility plan for a new business

The Economy of the Common Good

IP Strategic Management

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in k.pl?grupo=ESTRATEGICO11&ejecuta=20&_ST
Presentations by external Lecturers	
Topic related web quires	
Moodle Platform	
Class presentations	