

[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				
Plan	2022	Modality	Face-to-face	Language	CASTELLANO
Credits	3	Hours/week	1.67	Total hours	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

SECONDARY LEARNING RESULTS

RMD08 [!] *Determinar la viabilidad económico-financiera del proyecto empresarial para el desarrollo de planes de negocio sostenibles que integren productos y servicios innovadores*

LEARNING ACTIVITIES

	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams	8 h.	16 h.	24 h.
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints	4 h.	9 h.	13 h.
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	6 h.	20 h.	26 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	12 h.		12 h.

EVALUATION SYSTEM

	W
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	40%
Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems	50%
Individual written and/or oral tests or individual coding/programming tests	10%

MAKE-UP MECHANISMS

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems
Individual written and/or oral tests or individual coding/programming tests

CH - Class hours: 30 h.

NCH - Non-class hours: 45 h.

TH - Total hours: 75 h.

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

Subject notes
Presentations by external Lecturers
Topic related web quires
Moodle Platform
Class presentations

Bibliography

http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO11&ejecuta=20&_ST