

## [GJA201] BUSINESS

### GENERAL INFORMATION

<b>Studies</b>	DEGREE IN MECHATRONICS ENGINEERING		<b>Subject</b>	?
<b>Semester</b>	1	<b>Course</b>	2	<b>Mention / Field of specialisation</b>
<b>Character</b>	BASIC TRAINING		<b>Language</b>	CASTELLANO/EUSKARA
<b>Plan</b>	2022	<b>Modality</b>	Face-to-face	<b>Total hours</b>
<b>Credits</b>	6	<b>Hours/week</b>	5	90 class hours + 60 non-class hours = <b>150 total hours</b>

### PROFESSORS

BASAÑEZ ZULUETA, AIMAR
   
 URRUZUNO PAGOAGA, ANER

### REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
(No specific previous subjects required)	(No previous knowledge required)

### LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
<b>G-RA06</b> - Adequately know the concept of business and the systemic perspective as well as the fundamentals of business activity and its organization, in relation to sustainable development objectives		x		5,4
<b>G-RTR1</b> - To develop interdisciplinary projects specific to their specialty and of gradual complexity, - becoming aware of respect for human rights and fundamental rights, and analyzing and assessing the impact of the proposed solutions on the SDGs - to acquire and/or apply basic, advanced and /or avant-garde, demonstrating the ability to work in multidisciplinary teams and/or undertake further studies with a high degree of autonomy		x		0,32
<b>G-RTR2</b> - To express information, ideas and the arguments that support them in an orderly, clear and coherent manner, orally and in writing, based on quality information, self-made or obtained from different sources, using inclusive and non-discriminatory language		x		0,28
<b>Total:</b>				<b>6</b>

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

### SECONDARY LEARNING RESULTS

**RGJ200** [!] *Analiza la empresa con una visión sistémica. Distingue las principales características de diferentes tipos de organizaciones, identifica y comprende su interacción con el entorno, y conoce el enfoque legal básico*

LEARNING ACTIVITIES	CH	NCH	TH
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	5 h.		5 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	15 h.	10 h.	25 h.
Carrying out exercises and solving problems individually and/or in teams	5 h.	10 h.	15 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	20%	Individual written and/or oral tests or individual coding/programming tests
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	20%	
Individual written and/or oral tests or individual coding/programming tests	60%	

**CH - Class hours:** 25 h.
   
**NCH - Non-class hours:** 20 h.
   
**TH - Total hours:** 45 h.

**RGJ201** [!] *Conoce los ejes empresariales que estructuran la actividad económica de una empresa; en relación con los objetivos de la compañía, desarrolla los Objetivos de Desarrollo Sostenible (ODS), integrando criterios de viabilidad económica, social y ambient*

### 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	12 h.	11 h.	23 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	5 h.	2 h.	7 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	10 h.		10 h.

### EVALUATION SYSTEM

W

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems  
 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

20%

80%

### MAKE-UP MECHANISMS

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

CH - Class hours: 27 h.

NCH - Non-class hours: 13 h.

TH - Total hours: 40 h.

### RGJ202 [!] Conoce los fundamentos de la perspectiva económico-financiera de una empresa

### LEARNING ACTIVITIES

	CH	NCH	TH
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	5 h.	20 h.	25 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	20 h.	5 h.	25 h.

### EVALUATION SYSTEM

W

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

20%

10%

70%

### MAKE-UP MECHANISMS

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

CH - Class hours: 25 h.

NCH - Non-class hours: 25 h.

TH - Total hours: 50 h.

### RGJ290 [!] Proponer los objetivos y la planificación de un proyecto que le permita adquirir y/o reforzar los conocimientos de tecnologías propias de su especialidad,- que en ocasiones llegan a la vanguardia del conocimiento- y definir una estrategia de aprendizaje

### LEARNING ACTIVITIES

	CH	NCH	TH
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	3 h.	1 h.	4 h.

### EVALUATION SYSTEM

W

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

100%

### MAKE-UP MECHANISMS

(No mechanisms)

Comments: With the project of the second semester

**CH - Class hours:** 3 h.  
**NCH - Non-class hours:** 1 h.  
**TH - Total hours:** 4 h.

**RGJ291** [!] *Establecer las responsabilidades de los miembros del equipo utilizando técnicas adecuadas para fomentar la eficiencia del equipo para el desarrollo del proyecto en los plazos establecidos (compartir recursos, aportar ideas, habilidades comunicativas)*

**LEARNING ACTIVITIES**

	CH	NCH	TH
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	4 h.		4 h.

**EVALUATION SYSTEM**

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

W

100%

**MAKE-UP MECHANISMS**

(No mechanisms)

**Comments:** With the project of the second semester

**CH - Class hours:** 4 h.  
**NCH - Non-class hours:** 0 h.  
**TH - Total hours:** 4 h.

**RGJ293** [!] *Redacta y estructura correctamente la memoria del proyecto, haciendo un uso correcto del lenguaje. Para ello, busca y hace uso de las fuentes de información adecuadas*

**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	3 h.	1 h.	4 h.

**EVALUATION SYSTEM**

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

W

100%

**MAKE-UP MECHANISMS**

(No mechanisms)

**Comments:** Revision and correction of the written report of the semester project

**CH - Class hours:** 3 h.  
**NCH - Non-class hours:** 1 h.  
**TH - Total hours:** 4 h.

**RGJ294** [!] *Realiza una presentación oral del proyecto argumentando de forma eficaz, y haciendo un uso correcto del lenguaje*

**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	3 h.		3 h.

**EVALUATION SYSTEM**

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

W

100%

**MAKE-UP MECHANISMS**

(No mechanisms)

**Comments:** With the oral presentation of the project of the second semester

**CH - Class hours:** 3 h.  
**NCH - Non-class hours:** 0 h.  
**TH - Total hours:** 3 h.

## CONTENTS

### TOPIC 1: The Company and its Environment

- Introduction to enterprise and the economy
- Functions and organization of the enterprise

### TOPIC 2: Types of companies

- The different legal nature of the enterprise

### TOPIC 3: Business or business design, structure and organization

- Features of the business model
- Design and structuring of the business model

### TOPIC 4: The economic and financial perspective of the company

- Price strategies
- Cost management

## LEARNING RESOURCES AND BIBLIOGRAPHY

### Learning resources

Subject notes  
Moodle Platform  
Video projections

### Bibliography

o KRUGMAN, P; WELLS, R. Introducción a la Economía: Microeconomía. Barcelona: Ed. Reverté, 2009

o Manual de Economía (CORE-ECON):  
<https://www.core-econ.org/the-economy/es/>

o GUTIÉRREZ ARAGÓN, O. (2016). Fundamentos de administración de empresas. Ediciones) Pirámide.