

## [GOQ301] BUSINESS

### GENERAL INFORMATION

<b>Studies</b>	DEGREE IN INDUSTRIAL ORGANIZATION ENGINEERING		<b>Subject</b>	BUSINESS
<b>Semester</b>	2	<b>Course</b>	1	<b>Mention / Field of specialisation</b>
<b>Character</b>	BASIC TRAINING		<b>Language</b>	EUSKARA
<b>Plan</b>	2022	<b>Modality</b>	Face-to-face	<b>Total hours</b>
<b>Credits</b>	6	<b>Hours/week</b>	4.94	89 class hours + 61 non-class hours = <b>150 total hours</b>

### PROFESSORS

BASAÑEZ ZULUETA, AIMAR
ARRIOLA ORMAETXEA, LEIRE

### 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		0,28
<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		0,32
<b>Total:</b>				<b>6</b>

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

### ENAE LEARNING RESULTS

ENAE LEARNING RESULTS	ECTS	
<b>ENAE02</b> - Knowledge and understanding: A systematic understanding of the key aspects and concepts of their branch of engineering.	3,76	
<b>ENAE04</b> - Knowledge and understanding: To be aware of the multidisciplinary context of engineering.	0,4	
<b>ENAE06</b> - Analysis in engineering: Ability to apply their knowledge and understanding in analysing product, process and method engineering.	0,4	
<b>ENAE08</b> - Engineering projects: Ability to apply their knowledge in the development and completion of projects which meet specific requirements.	0,29	
<b>ENAE17</b> - Transversal competences: To work effectively, both individually and in a team.	0,29	
<b>ENAE18</b> - Transversal competences: To use different methods to communicate effectively with the engineering community and society in general.	0,29	
<b>ENAE19</b> - Transversal competences: Demonstrate that they are aware of the responsibility implied in the practical application of engineering, the social and environmental impact, and show commitment with professional ethics, responsibility and regulations of the practical application of engineering.	0,29	
<b>ENAE20</b> - Transversal competences: Demonstrate that they are aware of entrepreneurial practices and project management, in addition to risk control and management and understand their limitations.	0,29	
<b>Total:</b>		<b>6</b>

### SECONDARY LEARNING RESULTS

**RG0110** [!] *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	10 h.	15 h.	25 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	20 h.		20 h.

#### EVALUATION SYSTEM

Reports on the completion of exercises, case studies, **W** 10%

#### MAKE-UP MECHANISMS

Presentation and defence of exercises, case studies, computer

computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems		practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, 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	10%	Individual written and/or oral tests or individual coding/programming tests
Individual written and/or oral tests or individual coding/programming tests	80%	

**CH - Class hours:** 30 h.  
**NCH - Non-class hours:** 15 h.  
**TH - Total hours:** 45 h.

**RG0111** [!] *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	15 h.	10 h.	25 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	15 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	10%	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
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	90%	

**CH - Class hours:** 30 h.  
**NCH - Non-class hours:** 10 h.  
**TH - Total hours:** 40 h.

**RG0112** [!] *Conoce los fundamentos de la perspectiva económico-financiera de una empresa*

LEARNING ACTIVITIES	CH	NCH	TH
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	10 h.	15 h.	25 h.
Practical work in workshops and/or laboratories, individually and/or in teams	10 h.	15 h.	25 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	10%	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
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	90%	

**CH - Class hours:** 20 h.  
**NCH - Non-class hours:** 30 h.  
**TH - Total hours:** 50 h.

**RG0190** [!] *Conocer y aplicar las fases para desarrollar de forma guiada, con los objetivos y la planificación previamente definidos, un proyecto de complejidad técnica acorde con los conocimientos de formación básica de la ingeniería. Reflexiona sobre los cono*

**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	2 h.	2 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**

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

**CH - Class hours:** 2 h.  
**NCH - Non-class hours:** 2 h.  
**TH - Total hours:** 4 h.

**RG0191** [!] *Contribuir en la estrategia de funcionamiento del equipo priorizando los objetivos comunes, fomentando y valorando la participación de todas las personas y responsabilizándose de las tareas individuales, así como del cumplimiento de plazos.*

**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	2 h.	1 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**

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

**CH - Class hours:** 2 h.  
**NCH - Non-class hours:** 1 h.  
**TH - Total hours:** 3 h.

**RG0193** [!] *Redacta una memoria de proyecto clara y concisa utilizando las fuentes de información y estructura de memoria facilitadas, y haciendo un uso correcto, inclusivo y no discriminatorio 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	2 h.	2 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**

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

**CH - Class hours:** 2 h.  
**NCH - Non-class hours:** 2 h.  
**TH - Total hours:** 4 h.

**RG0194** [!] *Realiza una presentación oral y defensa del proyecto clara y concisa, haciendo uso correcto, inclusivo y no discriminatorio del lenguaje.*

<b>LEARNING ACTIVITIES</b>	<b>CH</b>	<b>NCH</b>	<b>TH</b>
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints	3 h.	1 h.	4 h.
<b>EVALUATION SYSTEM</b>	<b>W</b>	<b>MAKE-UP MECHANISMS</b>	
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	100%	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	
<b>CH - Class hours:</b> 3 h. <b>NCH - Non-class hours:</b> 1 h. <b>TH - Total hours:</b> 4 h.			

## CONTENTS

Topic 1: The company and its environment: Topic 2: The legal-institutional view of the company Topic 3: Business organization and structure Topic 4: The economic-financial perspective of the company

## LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes Topic related web quires Class presentations Video projections	o GUTIÉRREZ ARAGÓN, O. (2016). Fundamentos de administración de empresas. Ediciones Pirámide. &#8226; Manual de Economía (CORE-ECON): <a href="https://www.core-econ.org/the-economy/es/">https://www.core-econ.org/the-economy/es/</a> o KRUGMAN, P; WELLS, R. Introducción a la Economía: Microeconomía. Barcelona: Ed. Reverté, 2009