

[GOQ301] BUSINESS

GENERAL INFORMATION

Studies	DEGREE IN INDUSTRIAL ORGANIZATION ENGINEERING	Subject	BUSINESS
Semester	2	Course	1
Character	BASIC TRAINING	Mention / Field of specialisation	
Plan	2022	Modality	Face-to-face
Credits	6	Language	EUSKARA
		Total hours	90 class hours + 60 non-class hours = 150 total hours

2030 AGENDA GOALS



PROFESSORS

GOMEZ PESCADOR, IRUNE
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
G-RA06 - 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
G-RTR1 - 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		0,36
G-RTR2 - 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		0,24

Total: 6

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

ENAE LEARNING RESULTS

	ECTS
ENAE02 - Knowledge and understanding: A systematic understanding of the key aspects and concepts of their branch of engineering.	3,76
ENAE04 - Knowledge and understanding: To be aware of the multidisciplinary context of engineering.	0,4
ENAE06 - Analysis in engineering: Ability to apply their knowledge and understanding in analysing product, process and method engineering.	0,4
ENAE08 - Engineering projects: Ability to apply their knowledge in the development and completion of projects which meet specific requirements.	0,29
ENAE17 - Transversal competences: To work effectively, both individually and in a team.	0,29
ENAE18 - Transversal competences: To use different methods to communicate effectively with the engineering community and society in general.	0,29
ENAE19 - 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
ENAE20 - 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

Total: 6

SECONDARY LEARNING RESULTS

2RGO190 (2 sem)

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.

2RGO191 (2 sem)

LEARNING ACTIVITIES

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

CH

2 h.

NCH

1 h.

TH

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.

RGO110 [!] 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

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

CH

10 h.

NCH

15 h.

TH

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, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

W

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

10%

Individual written and/or oral tests or individual coding/programming tests

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

Individual written and/or oral tests or individual coding/programming tests

CH - Class hours: 30 h.

NCH - Non-class hours: 15 h.

TH - Total hours: 45 h.

RGO111 [!] Conoce los ejes empresariales que estructuran la actividad económica de una empresa; en relación con los objetivos de la compañía, desarrolla los Objetivos Desarrollo Sostenible (ODS), integrando criterios de viabilidad económica, social y ambiental

LEARNING ACTIVITIES

Development and writing of records, reports, presentations, audiovisual material, etc. on

CH

15 h.

NCH

10 h.

TH

25 h.

projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams

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

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

90%

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: 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

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

90%

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: 20 h.

NCH - Non-class hours: 30 h.

TH - Total hours: 50 h.

2RGO192 (2 sem)

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

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)

CH - Class hours: 2 h.

NCH - Non-class hours: 1 h.

TH - Total hours: 3 h.

2RGO194 (2 sem)

LEARNING ACTIVITIES		CH	NCH	TH
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints		2 h.	1 h.	3 h.
EVALUATION SYSTEM	W	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	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		
CH - Class hours: 2 h.				
NCH - Non-class hours: 1 h.				
TH - Total hours: 3 h.				

2RGO193 (2 sem)

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.	1 h.	3 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	100%	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.				

CONTENTS

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

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

- [!] *Apuntes de la asignatura*
- [!] *Consultas en páginas web relacionadas con el tema*
- [!] *Presentaciones en clase*
- [!] *Proyección de videos*

Bibliography

- o GUTIÉRREZ ARAGÓN, O. (2016). Fundamentos de administración de empresas. Ediciones) Pirámide.
- o KRUGMAN, P; WELLS, R. Introducción a la Economía: Microeconomía. Barcelona: Ed. Reverté, 2009
- o PÉREZ GOROSTEGUI, E. Curso de Economía de la Empresa: Introducción. Madrid: Editorial Universitaria Ramón Areces, 2017