

[MDD403] ECONOMIC DESIGN MANAGEMENT

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	?
Semester	1	Course	1	Mention / Field of specialisation
Character	COMPULSORY		Language	CASTELLANO
Plan	2025	Modality	Face-to-face	Total hours 30 class hours + 45 non-class hours = 75 total hours
Credits	3	Hours/week	1.67	

2030 AGENDA GOALS



PROFESSORS

AZPI-NAZABAL IRAOLAGOITIA, MAITE

REQUIRED PREVIOUS KNOWLEDGE

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

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA38 - 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	10 h.	14 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	7 h.	22 h.	29 h.
Presentation by the teacher in the classroom, in participatory classes, of concepts and procedures associated with the subjects	9 h.		9 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	40%	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	45%	Individual written and/or oral tests or individual coding/programming tests
Individual written and/or oral tests or individual coding/programming tests	15%	

CH - Class hours: 30 h.

NCH - Non-class hours: 45 h.

TH - Total hours: 75 h.

CONTENTS

1. Fundamentals of Accounting and Financial Management

- Accounting system
- Cost analysis
- Financial analysis

2. Economic and Financial Feasibility Study of a Product or Service

- Pricing
- Definition and launch of a new business
- Economic-financial planning
- Feasibility plan for a new business

3. The Economy for the Common Good

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	https://labur.eus/63HsO
Moodle Platform	
Topic related web quires	
Class presentations	