



## PRESENTATION

### Brief description:

### Qualification (Module/Subject):

- Industrial Technologies Engineering (Basic Training/Economics)
- Mechanical Engineering (Basic Training/Economics and Business)
- Electrical Engineering (Basic Training/Economics and Business)
- Industrial Electronics Engineering (Basic Training/Economics and Business)
- Telecommunication Systems Engineering (Basic Training/Economics and Business)
- Industrial Organisation Engineering (Basic Training/Economics)
- Industrial Design and Product Development Engineering (Basic Training /Economics)
- Biomedical Engineering (Basic Training/ Economics)
- Artificial Intelligence Engineering (Basic Training/Economics and Business)

### Details:

- **ECTS:** 6 ECTS
- **Year, semester:** 1st year, 2nd semester
- **Character:** Basic
- **Language:** Spanish

### Lecturers in the subject:

## LEARNING OUTCOMES

### INDUSTRIAL TECHNOLOGIES ENGINEERING

R21 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R7 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

### MECHANICAL ENGINEERING

R21 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R24 - Knowledge in basic and technological subjects, which enables them to learn new methods and theories, and provides them with the versatility to adapt to new situations.

R7 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

### ELECTRICAL ENGINEERING



R23 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R26 - Knowledge in basic and technological subjects, which enables them to learn new methods and theories, and provides them with the versatility to adapt to new situations.

R8 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

#### **INDUSTRIAL ELECTRONICS ENGINEERING**

R19 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R22 - Knowledge in basic and technological subjects, which enables them to learn new methods and theories, and provides them with the versatility to adapt to new situations.

R7 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

#### **TELECOMMUNICATION SYSTEMS ENGINEERING**

R21 - Students will be able to convey information, ideas, problems and solutions to both specialised and non-specialised audiences. (Type: Competences)

R37- Know and apply basic elements of economics and human resource management, project organisation and planning, as well as legislation, regulation and standardisation in telecommunications. (Type: Skills).

R6- Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies. (Type: Knowledge or contents)

#### **INDUSTRIAL ORGANISATION ENGINEERING**

R20 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R7 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

#### **INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING**

R19 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R8 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

#### **BIOMEDICAL ENGINEERING**

R29 - Students will be able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

R31 - Training must provide the graduate with a solid scientific base that allows them to rigorously address any professional challenges they may face in the biomedical sector.



R25 - Suitable knowledge of the concept of the company, and institutional and legal framework of the company. Organisation and management of companies.

## ARTIFICIAL INTELLIGENCE ENGINEERING

R4 - Identify the institutional and legal framework of the company, as well as the principles and features of the management of companies and organisations. (Type: Knowledge or contents)

R21 - [Convey knowledge, procedures, results and ideas either orally or in writing. \(Type: Competences\)](#)

## COURSE CONTENT

### SECTION 1: BUSINESS

Unit 1: Introduction

Unit 2: The company as an organisation

Unit 3: Business strategy

Unit 4: Income statement

Unit 5: Balance sheet

Unit 6: Liquid assets

Unit 7: Investment analysis

### SECTION 2: ECONOMICS

Unit 8: Introduction to economics

Unit 9: Macroeconomic variables

Unit 10: Macroeconomic policies

## TRAINING ACTIVITIES

The 150-180 h (6 ECTS) **set aside** for the Economics and Business course are divided into the following training activities:

- Theoretical face-to-face classes: 20 hours
- Face-to-face practical classes, laboratories and workshops: 40 hours
- Supervised work: 30 hours
- Tutorials: 1 hour
- Personal study: 70 hours
- Evaluated tests: 5 hours

## TEACHING METHODOLOGIES



- Expository classes
- Individual or group work, problem solving
- Student study based on different sources of information
- Evaluated tests

Lectures in Economics and Business are divided into theoretical classes and practical classes, both of which are face-to-face. Theoretical classes teach the basic theory necessary to understand and learn and then know how to apply the concepts. In the practical classes, problems will be solved by trying to relate the theoretical concepts to their practical application. Throughout the course, the student will work both individually and in groups where they will have to demonstrate the knowledge acquired. Finally, the student must set aside additional time to personal study on the course. Lecturers are at the students' disposal to answer any queries they may have, and there will be different tests to assess the progress and acquisition of skills throughout the course.

## EVALUATION

### ORDINARY EXAMINATION SESSION

- Mid-term and final evaluations: 65%.
- Individual and/or teamwork: 35%.
- Participation in classes, seminars and practical classes: 5%.

Remarks:

- Students will carry out individual and/or teamwork throughout the semester.
- Students will be made exempt from the mid-term examination if a mark equal to or higher than 70% of the value of this one is obtained.
- All students will take a compulsory exam at the end of the term. Those students who do not pass the mid-term exam will have to repeat it on the day of the final exam. Students will have to obtain at least a 4 in each of the two parts of the exam (mid-term exam and final exam) in order to pass the course.

### EXTRAORDINARY EXAMINATION SESSION (RESITS)

- Those who have obtained at least a 4 in any part of the exam will not have to take that part in the resit exam.
- Mid-term and final evaluations: 100%.

Remarks:

- Assessed in two parts: partial subject and final subject.

## OFFICE HOURS



# Universidad de Navarra

- Contact by e-mail with the lecturers in the subject.
- Students will be informed in due course of any question-answering sessions that may be organised during the semester.

## **BIBLIOGRAPHY**

Company:

- Donnelly. Gibson. Ivancevich. Fundamentos de dirección y administración de empresas. Mc.Graw.Hill. [Localízalo en la biblioteca](#)

Economics:

- Gregory Mankiw. Principles of Economics. [Find it in the library \(paper format\)](#)