



Universidad
de Navarra

Economy and business (GEA)

Guía docente 2025-26

PRESENTACIÓN

Breve descripción:

The goal of the course is to help you understand how economic principles apply to business decisions.

- **Titulación:** Architecture
- **Módulo/Materia:** 3, Architectural Design/2, Architectural Design
- **ECTS:** 3
- **Curso, semestre:** Fifth/second
- **Carácter:** Mandatory
- **Profesorado:** Dr Samuel Azasu CRE
- **Idioma:** English
- **Aula, Horario:** Tuesday 11.30 to 13:30

RESULTADOS DE APRENDIZAJE (Competencias)

BASIC COMPETENCES

BC02 Students must know how to apply their knowledge professionally to their job or career and have the skills that usually demonstrated by writing and supporting their arguments, and problem-solving within their area of study.

BC03 Students need to be able to gather and interpret relevant data (normally within their area of study) so that they can issue opinions that include reflection on relevant social, scientific or ethical topics

BC04 Students are able to convey information, ideas, problems and solutions to specialist and non-specialist audiences.

BC05 Students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

SPECIFIC COMPETENCES

SC29 Knowledge of administrative procedures and professional management and processing.

SC30 Knowledge of the organisation of professional offices.

PROGRAMA

BLOCK1

The Economic and Business Environment: Setting the Scene

The Nature of Business Economics; Economics and Business Decision Making; The Business Environment

BLOCK 2



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Microeconomics – The Market System; Supply and Demand: How Markets Work; Elasticity and Its Applications

BLOCK 3

Introduction to Business - Basic Financial Terms; Business Enterprise, Ownership, Location and Planning

Classification of Businesses; Measuring Business Success

ACTIVIDADES FORMATIVAS

Teaching and learning will consist of lectures and in class discussions. In addition to the exam, there will be a group project - a PESTLE ANALYSIS of a Spanish publicly listed company in architecture or real estate development. Participation in the group consists of:

attending group meetings

doing your share of the work

helping with compiling the report

The report will have:

a cover page

table of contents

an executive summary consisting of the purpose, key findings and structure of the report

main report discussing the results of the PESTLE analysis

references and appendices (where applicable)

EVALUACIÓN

The primary goal of assessment is to measure the extent to which the learning outcomes have been achieved. Assessment will consist of tests. In addition, you will do PESTLE analysis for selected companies in groups which you will be expected to submit in writing, after which each member of the groups will be selected at random to present the report. Final grading will consist of: Tests (30%), Group work (30%) Final Exam (40%).

CONVOCATORIA ORDINARIA

Criteria to pass the course

Students whose final grade is 5 points or more will pass the course.

Students whose final grade is below 5 points will not pass the course and will be graded as Suspenso .

Students who do not take the final exam will not pass the course and will be graded as No presentado.



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Exams review

Students will be able to review the exams in an interview with the professor, after publication of the grades, in a day and place that will be indicated.

CONVOCATORIA EXTRAORDINARIA

Students who fail will be allowed to re-sit the final exam

HORARIOS DE ATENCIÓN

Dr Samuel Azasu (sazasu@unav.es)

- Horario de tutoría: By appointment (online)

BIBLIOGRAFÍA

The main textbook for the course will be N. Gregory Mankiw, Mark P. Taylor, Andrew Ashwin (2019) Business Economics, 3rd Edition

ISBN: 1473762774