Universidad de Navarra

Economy and business (GEA)
Guía docente 2026-27

PRESENTACIÓN

Breve descripción:

The goal of this course is to help students understand how economic principles apply to business decisions, with a specific focus on the architecture and built-environment sectors. Students will learn how economic forces, business models, market structures, administrative procedures, and professional office organisation influence architectural practice.

Titulación: Architecture

Módulo/Materia: 3 Architectural Design / 2 Architectural Design

Curso / Semestre: 5º curso / 2º semestre

Carácter: Obligatoria

Profesorado: Dr. Samuel Azasu, CRE

Idioma: Inglés

Horario: Martes, 11:30–13:30

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

BLOCK 1 – Economic Environment for Architecture

- Macroeconomic indicators affecting the built environment
- Business cycles and construction cycles
- Spanish economic context
- Architecture as derived demand

BLOCK 2 – Microeconomics Applied to Architecture & Real Estate

- Supply & demand in materials, labor, building types
- Elasticity and price sensitivity
- Competition among architecture firms
- Value-chain analysis (development # design # construction)

BLOCK 3 – Professional Practice & Firm Management

- Administrative procedures in Spain (permitting, licensing, contracts)
- Office organization and fee structures
- Business models of architecture firms
- Revenue models, costs, and project budgeting
- Measuring business success in architecture

BLOCK 4 – Strategic Tools for Architectural Practice

- PESTLE analysis
- Market and competitor analysis
- Strategic positioning
- Integrating environment + firm + strategy

ACTIVIDADES FORMATIVAS

A 3 ECTS course corresponds to approximately 75 total student hours.

These hours are distributed as follows:

1. In-Class Activities – 30 hours

Lectures (theoretical and applied): 20 hours

In-class discussions / exercises / case analysis: 10 hours

2. Supervised Academic Activities – 15 hours

Group project supervision (meetings, check-ins, guidance): 10 hours

Exam review and feedback sessions: 5 hours

3. Independent Study – 30 hours

Reading and studying weekly materials: 15 hours

Preparation of group project (research, writing, editing): 10 hours

Preparation for tests and final exam: 5 hours

Total Hours: 75 (3 ECTS)

EVALUACIÓN

The purpose of assessment is to measure achievement of learning outcomes.

Assessment components:

Short Tests – 30%

- Students will complete two short tests during the semester.

    - These are multiple-choice or short-answer tests, covering material from the lectures and readings.
- Tests evaluate:
        - comprehension of economic concepts,
        - ability to interpret data,
    - ability to apply microeconomic reasoning.
    - Tests constitute 30% of the final grade.

Group Project: PESTLE Analysis – 30%

- A written PESTLE analysis of a Spanish publicly listed architecture or real estate development company.
- All students must contribute equally:
        - attending group meetings,
        - completing their assigned sections,
    - supporting compilation of the report.
    - After submission, one group member will be selected at random to present the report.
- Assessment includes:
        - written quality,
        - analytical depth,
        - communication skills (BC04),
    - demonstration of SC29 and SC30.

Final Exam – 40%

- Covers all course content (Blocks 1–3).
- Includes a mix of multiple-choice questions, short-answer questions, and applied analysis.
- Evaluates the integration of economics, business concepts, and professional practice knowledge.

CONVOCATORIA ORDINARIA

Criteria to pass the course

Students must obtain a final grade of 5 or higher out of 10.

Students who score below 5 will receive a grade of Fail (Suspenso).

Students who do not sit the final exam will be graded No presentado.

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. The resit exam grade will replace the previous final exam grade.

HORARIOS DE ATENCIÓN

Dr Samuel Azasu (sazasu@unav.es)

- Horario de tutoria: By appointment (online)

BIBLIOGRAFÍA

Universidad de Navarra

The main text for the course will be provided in class.