

Course Syllabus

FITXA TÈCNICA

Subject name	BUSINESS I
Year	2nd
Mention	Common
Lecturer's name	Pedro González-Anta
Number of credits ECTS	6

Subject description

The aim of this subject is to prepare students to face the professional world and to give them a first approach to how to relate to the different agents in the business environment. In this way, the aim is to provide them with the working and management tools, based on the standards of the company, the competition, and the market, to create frameworks for dialogue between the designer and the market. This is an introductory level course, and the objective is to introduce students to key business concepts which they will then develop further in BUSINESS II.

Learning objectives

Basic competencies:

CB1 - Students must have demonstrated possession and understanding of knowledge in an area of study that is based on general secondary education and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge coming from the forefront of their field of study.

CB2 – Students must know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB3 - Students can gather and understand relevant data (normally within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific, or ethical nature.

CB4 - Students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.

CB5 – That students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

Specific competences. Students should be able to:

1. To know the basic concepts of the world of business economics, finance and marketing.
2. To Know the basic concepts, the fundamental terminology of organization and business processes.

3. To understand the business situation in analytical and strategic terms and relate to the different stakeholders.
4. To Know the most common forms of business development and implementation in our market and within the design sector.
5. Knowing how to identify the appropriate strategies for the different business challenges.
6. Drawing up budgets.
7. To incorporate the ethics of the profession into the free practice of the profession.
8. To learn from colleagues and learn to work in a team.

Contents

1. Introduction to Economy and business

- 1.1. Basic economic principles
- 1.2. Economic systems and market structures
- 1.3. Legal vehicles

2. Understanding the market.

- 2.1. The Industry, the supply
- 2.2. The consumers, the demand
- 2.3. The equilibrium

3. Marketing basics:

- 3.1. The 4 Ps
- 3.2. The market study
- 3.3. Market Trends and Competitors' Analysis
- 3.4. Marketing in the digital Economy

4. Finance basics:

- 4.1. Basic tool: The spreadsheet
- 4.2. The Financial Statements
- 4.3. The Balance sheet
- 4.4. The Profit and Loss account
- 4.5. Taxation

5. Financial analysis and budgeting

- 5.1. Ratios and other analysis tools
- 5.2. Cost accounting

6. Business strategy, ethics and sustainability in Design

- 6.1. Maximizing the profit; What and whose profit?
- 6.2. Ethical considerations and sustainable practices

Teaching methodology

- Master class: Lecture sessions based on the lecturer's explanations and attended by all students enrolled in the subject.
- Seminars: face-to-face format in small working groups. Sessions linked to the face-to-face sessions of the subject to offer a practical perspective.
- Presentations: multimedia format to support the face-to-face classes. Case study: A dynamic that arises from a case study, which serves to contextualize the student in a specific situation, the teacher can propose different activities, both at individual and group level.

CRITERIA AND EVALUATION SYSTEMS

Evaluation system

Continuous evaluation: (60%) Students will be assessed continuously throughout the course through the submission and presentation of individual and group work. Both the content and the ability to present their work will be assessed.

Quarter exams (40%): each semester an exam will be held to evaluate the individual assimilation of the theoretical contents taught during the semester of the same subject.

Ordinary and Extraordinary Calls

Ordinary Call (1st Call):

To pass the course, all assessable elements must be submitted and must obtain a minimum grade of 5 to be averaged. If any element is not submitted, its grade will be an NP ("no presentado" not submitted) and the final grade for the regular exam period will also be an NP.

If any of the assessable elements do not reach a grade of 5, the final grade for the course will be evaluated as an NA. In both cases, the course cannot be passed during the regular exam period, and the student will have to go to the extraordinary call period according to the following point.

Extraordinary Call (2nd Call):

Students who do not pass the course in the regular session at the end of the class period may present themselves for the extraordinary recovery session, the dates of which are indicated in the academic calendar.

In extraordinary examinations, the professor will personally decide the assessment method for each student, based on the circumstances that have prevented them from passing the subject in the ordinary examination period. However, two main cases can be identified:

- a) Students who have attended class regularly, for whom the instructor can attest to an acceptable level of engagement with the course material and who have submitted a portion of the required assignment: In this case, the student will need to complete the missing assignments or improve them to pass the course. In the case of written exams, if these have been failed, the student will need to retake them. The instructor may decide to change the content of the assignments to ensure that the student demonstrates a minimum level of knowledge of the course material.
- b) Students who have not attended class or whose attendance has been irregular and who have practically not submitted any assignments during the course and therefore the teacher cannot

attest to a minimum follow-up and knowledge of the contents: In this case, in addition to completing the required submission during the course (with modifications to avoid plagiarism or not) and possibly having to do some extraordinary task, the student will have to compulsorily take a level test (written or oral exam, workshop practical test, etc.) to pass the subject.

The weighting percentages and minimum grades to be obtained for each assessable element will be defined by the professor in each case. The professor will detail in writing to the affected parties the assessment method for the extraordinary call.

When

Assessment is continuous over the two quarters, and at the end of each quarter an exam corresponding to the contents worked on during the corresponding quarter will be taken.

Weighting of evaluation activities

60% Continuous assessment:

- 20%: 1st quarter group project delivery and oral presentation
- 20%: 2nd quarter group project delivery and oral presentation
- 20%: Class attendance, punctuality and attitude

40% Subject exam:

- 20% 1st quarter test
- 20% 2nd quarter test

***To pass the course, you must have a mark equal to or higher than 5 in both continuous evaluation and course tests.**

Class attendance and general rules

Students are obligated to attend classes. Failure to comply with this rule may result in the loss of the right to continuous assessment (regular exam period) for the course.

In this course, the general regulations indicated in the ESDI academic guidelines apply. In regarding class attendance, please note the following:

- The **minimum attendance** percentage to maintain the right to continuous assessment is **80%**. This means that students can have a maximum of 20% unexcused absences.
- In the case of excused absences, if there are a large number of excused absences, this does not exempt students from having to take the courses and continuous assessment properly. This means that they must submit the tasks required by the teacher and take the scheduled exams.
- When the total number of absences, including excused and unexcused absences, reaches 30%, the student may also lose the right to continuous assessment.
- The teacher will consult with the tutor or academic coordination before taking and communicating the decision to lose the right to continuous assessment for a student.

The **punctuality** at the start of the classes **is important**: after 10 minutes from the start of a class, exam, or assignment submission, students will not be allowed to enter the classroom unless they

can justify their tardiness with a valid document.

Class attendance is considered **complete** if the student attends the entire class from the beginning to the end. Students who leave the class before the end without speaking to and justifying their absence to the lecturer will receive an absence for the entire class. Communicating with the instructor does not necessarily mean that the student will not have an absence: this decision is at the discretion of the lecturer based on the reason for the student's absence.

The use of **technological devices (computers, tablets, mobile devices, etc.)** may be restricted or even prohibited by the lecturer if misuse is evident. Specifically, if they are used in the classroom to perform tasks unrelated to the subject being taught. This rule may be applied individually or collectively.

Information sources

- Abrahms, R (2014). Succesful Business Plan: Secrets and strategies.Planning Shop.
- Fashionary Team (2019). The Fashion Business Manuela; an illustrated guide to building a fashion brand, Fashionary International Ltd, Hong Kong.
- Osterwalder A., Pigneur Y. (2010), Business Model Generation, John Wiley & Sons.