

25848 - Cost Analysis of Projects and Products

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Course	
Period	Second Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process that is designed for this subject is based on the following:

The general approach of the course is "learning by doing", using the PBL methodology (Problem Based Learning).

The course will focus on the development of three cases or problems in which students will have to redesign a product , using the tools that will be presented during it.

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5.2.Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...

Lectures

Teamwork

5.3.Program

1. Economic evaluation of projects.
2. Economic feasibility studies.
3. Project funding.
4. Valuation of investments.
5. Economic evaluation of products.
6. Technical analysis product cost.
7. Product life cycle cost.

5.4.Planning and scheduling

Schedule of sessions and project presentations

At the beginning of the course and depending on the academic calendar and schedules determined by the Center, the detailed schedule will be communicated to the students.

5.5.Bibliography and recommended resources

BIBLIOGRAFIA RECOMENDADA

BB	Kotler, Philip. Marketing / Philip Kotler, Gary Armstrong ; traducción Leticia Esther Pineda Ayala ; Adaptación María Merino, María de la Luz Eloísa Ascanio Rivera ; Revisión técnica José Habvi de Jesús Espinosa Reyna . - 14ª ed. Madrid [etc.] : Pearson Educación, 2012
BB	Todo Marketing y más...: fundamentos, principios, conceptos y estrategias/ MAD Comunicación Madrid [etc.] : Fundación Confemetal, 2007
BC	Raju, J. Smart Pricing / J. Raju, Z.J. Zhang FT Press, 2010.