

25848 - Cost Analysis of Projects and Products

Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Year	
Semester	Second Four-month period
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

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).

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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.

5.2.Learning tasks

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

Lectures

Teamwork

5.3.Syllabus

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.Course planning and calendar

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

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [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.