



## Course guide

# 804233 - EMPVJ - Business Environment

**Last modified:** 07/02/2025

**Unit in charge:** Image Processing and Multimedia Technology Centre  
**Teaching unit:** 804 - CITM - Image Processing and Multimedia Technology Centre.

**Degree:** BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Compulsory subject).

**Academic year:** 2024    **ECTS Credits:** 6.0    **Languages:** Spanish, English

### LECTURER

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**Coordinating lecturer:** Garcia Pascual, Juan Carlos

**Others:** Garcia Pascual, Juan Carlos  
Torrents Poblador, Pere

### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**Generical:**

CGFB7VJ. Interpret the concept of the company and its institutional and legal framework, as well as the basic aspects of business organisation and management.

**Transversal:**

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

## TEACHING METHODOLOGY

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The teaching methodology is divided into three parts:

- Lectures presenting the contents.
- Classroom practical sessions (presentations and discussion of cases)
- Self study and study exercises and activities.

At meetings of presentation of the contents, the teachers will introduce the theoretical basis of the subject, concepts, methods and illustrating them with appropriate examples to facilitate understanding results.

In practical sessions in the classroom, teachers guide students in applying theoretical concepts to solve problems, basing at all times critical thinking. The student solves exercises in the classroom and beyond, to promote contact and use the basic tools needed to solve problems will be proposed.

The student, independently, have to work the material provided by the teachers and the result of work-sessions and fix problems to assimilate the concepts. Teachers will provide a curriculum and monitoring of activities (CAMPUS).

The methodology of the course is a combination of class attendance and conducting various complementary activities (resolution of cases, problems, etc.), either individually or in small groups, both inside and outside the classroom. In the present hours the student receives basic information on the contents of the teaching work plan that will ensure the provision of the stated objectives.

In the Virtual Campus all information relating to the course (evaluation rules, deadlines of activities, etc.) is published. Attendance at meetings is important for the learning process, which is based on both individual and team work, and participation in the classroom.

## LEARNING OBJECTIVES OF THE SUBJECT

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The course aims to bring students to the business world. Introduce students to the knowledge of the basic principles of the economy and its influence over the management of a company. Recognize the functions of entrepreneur and become familiar with the process of starting a business. Know and study some of the basic functions or business management activities: trade policy planning, organization and. Having an introductory view and become familiar with the key content, using the utmost rigor in language and professional terminology. The objectives to achieve:

- Show knowledge, understanding and capacity to implement practices for developing a business plan, concepts and procedures related to the organization, management and the basics of entrepreneurship.
- Show knowledge and ability to apply the juridical terms of both company and intellectual property.
- Show knowledge and applicability of fundamental rights and their impact on professional activity.
- Show knowledge of the regulations of intellectual property in the professional development and obligations under the rules of protection of fundamental rights and how it affects the profession.
- Being able to correctly analyze real case studies related to the creation and management of companies and intellectual property.
- Planning oral communication, respond appropriately to the questions raised and entry-level write texts with spelling and grammar.
- Participate in teamwork and positive contributions once the aims and group and individual responsibilities identified, joint decisions on the strategy to be followed.
- Identify information needs and use the collections, premises and services available to design and implement suited to the topic simple searches.
- Carry out assigned time schedule, working with sources of information identified in accordance with the guidelines set by lecturers tasks.
- Show sufficient reading comprehension in reading documents written in English, linked to the art, such as notes, scientific articles, popular articles, web pages, etc.

## STUDY LOAD

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Type	Hours	Percentage
Hours medium group	16,0	10.67
Guided activities	10,0	6.67
Self study	90,0	60.00
Hours large group	34,0	22.67



Total learning time: 150 h

## CONTENTS

### INTRODUCTION TO ECONOMICS

**Description:**

- 1.1. Concept economy.
- 1.2. Scarcity, choice and the opportunity cost.
- 1.3. Market functioning.
- 1.4. The competitive environment of the company
- 1.5. Game companies

**Specific objectives:**

- To acquire some basic notions of economy
- Mastering the concepts of scarcity, choice and opportunity cost.
- To understand the mechanisms of the market system and their mistakes.
- Introduction to the environment of their business organizations.
- Introduction to specific video game industry

**Full-or-part-time:** 15h

Theory classes: 4h  
Guided activities: 1h  
Self study : 10h

### INTRODUCTION TO THE COMPANY

**Description:**

- 2.1. Plan of business
- 2.2. Model Canvas
- 2.3. SWAT DAFO analysis.
- 2.4. Map of empathy.
- 2.5. PORTER

**Specific objectives:**

- Introduction to different models or working tools that help determine when the opportunity to create a new company.
- The student must be able to know the different economic tools and to face the responsibility of creating a new organization

**Related activities:**

Check test concepts learned

**Full-or-part-time:** 28h

Theory classes: 10h  
Guided activities: 4h  
Self study : 14h



## ENTREPRENEURSHIP - Individual vs. Corporate

### Description:

- 3.1. Process of creating a business.
- 3.2. Individual enterprise: Typology.
- 3.3. Companies: Typology
- 3.4. The business sector in the gaming industry

### Specific objectives:

Check test concepts learned

### Related activities:

Proof of verification of the concepts learned

### Full-or-part-time: 30h

Theory classes: 10h

Guided activities: 5h

Self study : 15h

## COMPANY GOALS

### Description:

- 4.1. Types of objectives of a company.
- 4.2. The time factor determining objectives.
- 4.3. Setting objectives.
- 4.4. Measurement of goals

### Specific objectives:

- General objectives, strategic
- Business Strategy
- Mission, vision, goal, goals, strategic ability, strategy, business model and contro
- Control, and decisions as to the occurrence of unforeseen deviations

### Related activities:

Check test concepts learned

### Full-or-part-time: 18h

Theory classes: 6h

Guided activities: 1h

Self study : 11h



## PLANNING BUSINESS AND PROJECT MANAGEMENT

### Description:

- 5.1. Project planning.
- 5.2. Planning projecting onto games.
- 5.3. project management
- 5.4. project management in video games
- 5.5. Management tools.
- 5.6. Management tools in video games

### Specific objectives:

- Understand the goals and business objectives: planning in the company and programs
- Management by objectives and budget management
- Management tools and techniques for business planning

### Related activities:

Check test concepts learned

### Full-or-part-time: 33h

Theory classes: 12h  
Guided activities: 1h  
Self study : 20h

## TRADE POLICY

### Description:

- 6.1. Model Business to Business - B2B
- 6.2. Model Business to Consumer - B2C
- 6.3. Model in video games.

### Specific objectives:

- Understand the approach to market-oriented corporate governance.
- Learn to manage customer relationships in ways that benefit the organization and other stakeholders.
- Business Strategies for direct contact with customers
- Models in the field of video games in physical distribution
- Models in the gaming industry in electronic distribution

### Related activities:

Check test concepts learned

### Full-or-part-time: 26h

Theory classes: 5h  
Guided activities: 1h  
Self study : 20h



## ACTIVITIES

### ACTIVITY 1: TEST CHECK THE CONCEPTS STUDIED

**Description:**

At the end of 2,3,4,5 and 6 issues a test is performed

**Specific objectives:**

Test and evaluate the level of knowledge acquired by the student

**Material:**

CAMPUS on line and / or material provided at the time of testing.

**Delivery:**

It is representing 10% of the final grade for the course.

**Full-or-part-time:** 6h

Theory classes: 6h

### ACTIVITY 2: BUSINESS MODEL CANVAS

**Description:**

Development of a Business Model Canvas for a video game company

**Specific objectives:**

Test and evaluate the level of knowledge acquired by the student

**Material:**

CAMPUS on line and / or material provided at the time of testing.

**Delivery:**

It represents 35% of the final grade for the course

**Full-or-part-time:** 30h

Guided activities: 30h

### ACTIVITY 3: MIDTERM EXAM

**Description:**

Individual event and written about the contents of themes 1-3

**Specific objectives:**

The test must demonstrate that the student has acquired and assimilated the concepts, principles and fundamentals related to items 1-3

**Material:**

Wording of the subtest

**Delivery:**

The deliverable will be the resolution of the test.

It represents 25% of the final grade for the course

**Full-or-part-time:** 2h

Theory classes: 2h



#### ACTIVITY 4: FINAL TEST

**Description:**

Individual event and written about the contents of the themes 4-6.

**Specific objectives:**

The test must demonstrate that the student has acquired and assimilated the concepts, principles and fundamentals related to the subject.

**Material:**

Wording of the subtest

**Delivery:**

The deliverable will be the resolution of the test.

It represents 25% of the final grade for the course

**Full-or-part-time:** 2h

Theory classes: 2h

## GRADING SYSTEM

The final grade depends on the following acts:

- Activity 2 (business Canvas): 30%
- Activity 3 (midterm): 20%
- Activity 4 (final exam): 30%
- Activity 1 Practical exercise: 10%
- Participation and attitude of learning 10% it will evaluate the formal aspect, attendance and participation in all activities carried out throughout the course.

Reassessment examination. Only students that have not passed the subject can be presented by means of continuous evaluation. You can only recover activities 3 and 4.

Irregular actions that may lead to a significant variation of the grade of one or more students constitute a fraudulent performance of an evaluation act. This action entails the descriptive grade of failure and a numerical grade of 0 for the ordinary global evaluation of the course, without the right to re-evaluation.

If the lecturers have indications of the use of AI tools not allowed in the evaluation tests, they may summon the students concerned to an oral test or a meeting to verify the authorship.

## BIBLIOGRAPHY

**Basic:**

- González, F.J.; Ganaza, J.D. Principios y fundamentos de gestión de empresas. 2ª ed. Madrid: Pirámide, 2008. ISBN 9788436821871.
- Blanco, Juan Manuel. Economía: teoría y práctica [on line]. 6ª ed. Madrid: McGraw-Hill, 2014 [Consultation: 08/03/2023]. Available on: [https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB\\_BooksVis?cod\\_primaria=1000187&codigo\\_libro=8463](https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=8463). ISBN 9788448192815.
- Osterwalder, A.; Pigneur, Y. Generación de modelos de negocio: un manual para visionarios, revolucionarios y retadores. Barcelona: Deusto, 2011. ISBN 9788423427994.

**Complementary:**

- Aguerl, M.; Pérez, E. Manual de administración y dirección de empresas: teoría y ejercicios resueltos. Madrid: Centro de Estudios Ramón Areces, 2010. ISBN 9788480049887.
- Triadó, X.M. [et al.]. Administración de la empresa: teoría y práctica. Madrid [etc.]: McGraw-Hill, 2011. ISBN 9788448178178.



## RESOURCES

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### Computer material:

- Material al campus on line. Resource
- Material utilizado y entregado a los alumnos en las diferentes sesiones prácticas. Resource