Teaching guide

IDENTIFICATION DETAILS

Degree: Business Administration and Management

Field of Knowledge: Social and Legal Science

Faculty/School: Legal and Business Science

Course: COMPUTER MODELS APPLIED TO MARKETING AND FINANCE

Type: Compulsory

ECTS credits: 6

Year: 4

Code: 7141

Teaching period: Seventh semester

Area: Business

Module: Business management and human development tools

Teaching type: Classroom-based

Language: English

Total number of student study hours: 150

Teaching staff

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SUBJECT DESCRIPTION

Practical application of Marketing and Finance concepts, using IT tools commonly used in the design and development of real businesses problems and applications.
Definition and application of different methods for structuring, evaluating, solving and testing problems, as well as addressing decision making processes, both individually and in groups.
Understanding the principles of simulation and knowledge about the IT applications supporting it.
GOAL

Development of competencies and business skills through the development of case studies & teamwork, using simulation and computer-based tools, in which students design solutions to real organizational, economic, marketing, sales, and financial problems.

It is intended that at the end of this course, students develop abilities to allow them to make correct decisions considering economic, marketing, and ethical aspects involved in the subject. At the same time, they must be able to use computer tools and simulators provided during the course.

PRIOR KNOWLEDGE

Those corresponding to the Degree in Marketing & Business Administration and Management.

COURSE SYLLABUS

CONTENT

Part I. Decision-making Process
1. The decision-making process
2. Particularities of group decisions
3. Troubleshooting
4. Setting objectives
5. Evaluation of alternatives and weighting of objectives

Part II. Strategic and business management tools
6. Introduction to business simulation, scope definition
7. Marketing and Sales Application Tools
8. Market tools in Finance
9. HHRR Application Tools
10. Simulation applications

Part III. Practical case applied to strategic business management
11. Simulators and key tools to be used
12. Management of a company using simulators and tools.

EDUCATION ACTIVITIES

Master Classes:
The professor will lead the exposition of the different content using adequate slides. Active student participation will be compulsory.

Training in the resolution of practical cases:
- Training in the modeling and business management tools, using simulators/specific sales, Marketing, Finance and
HHRR Tools.
- Application of the gamification methodology for the practical development of case studies, using tools to achieve and verify results.
- Training to encourage teamwork, sharing mission, vision and goals or objectives as well as common expectations.
- Training to develop governance capacity encouraging others to achieve objectives.

In this course, students will learn to use advanced computer tools and simulators.

Tutorial:
Individual attention to the student with the aim of guiding him throughout the learning process. The tutoring schedules will be specified on the first day of class or using e-mail.

Evaluation:
Throughout the course the student will build their assessment in the different skills that must be achieved.

DISTRIBUTION OF WORK TIME

<table>
<thead>
<tr>
<th>CLASSROOM-BASED ACTIVITY</th>
<th>INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY</th>
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</thead>
<tbody>
<tr>
<td>60 hours</td>
<td>90 hours</td>
</tr>
<tr>
<td>Class Presentations 10h</td>
<td>Computer lab Group work. Case development for class discussion. 60h</td>
</tr>
<tr>
<td>Case Analysis and Discussion 25h</td>
<td>Network virtual work 30h</td>
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<tr>
<td>Case Results presentations 25h</td>
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SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To have developed the necessary skills to ensure problems are solved and goals are reached.

To seek, find and analyse diverse information from various sources.

To be able to apply relevant IT knowledge to the field of study.

To enjoy a creative and entrepreneurial spirit.
Specific skills

To develop criteria for problem-solving and decision-making both professionally and personally.
To be able to read, analyse and easily interpret graphs, tables and texts.
To be able to manage the quantitative and computer tools that aid decision-making.
To be able to put knowledge into practice.

LEARNING RESULTS

Analyze and define business case studies, propose lines of action and define their subsequent implementation.
Understands the principles of the simulation process, as well as the different business management tools and associated support technologies.
Execute and analyze practical cases, applying computer models using simulators and business tools in the fields of Marketing, Sales, Finance and HHRR.
Review, analyze and validate practical results obtained in case studies using simulators and computer tools.

LEARNING APPRAISAL SYSTEM

The following evaluation criteria is established:

A.- Students who normally attend class:
Continuous Evaluation System, both in Ordinary and Extraordinary Calls.
- Exercises individual / group and activities in the virtual classroom: 50%
- The final exam will represent 40% of the final grade.
- Attendance and participation in class: 10% (To consider this concept of "Attendance and Participation in class" and include it the average with the rest of concepts, attendance should not be less than 80%)
B.- Students with academic dispensation who can not attend class in a justified manner and UFV students in an exchange program, both in Ordinary and Extraordinary Calls:
- Same system, but in this case the 10% corresponding to attendance and participation will be added to the final exam.
- In the case of exchange students, it will be their responsibility to know this evaluation procedure.
C.- Students in first or second call who do not attend class:
- The evaluation will be calculated solving Individual Exercises and practices, as well as a Final Exam.
D.- Students in subsequent calls:
- If they normally attend class, they will be eligible for the Continuous Evaluation System. Otherwise, the note will be calculated based on the work and resolution of exercises, and the Final Exam.

Therefore, the evaluation system aims to have a clear and representative focus towards what the teacher will teach during the course. Knowledge acquisition at the end of the semester will be evaluated with an exam.
In addition, the teacher will assess the work developed by the student, dedication, attitude, assistance, participation in class, resolution of exercises both in the classroom and at home, as well as, where appropriate, participation in the business simulator.

A summary is as follows:
1. Exam at the end of the semester:
   In all cases, the exam that the student will take will represent 40% of the final grade.
2. Resolution of exercises and practical part:
   Exercises execution and practical cases proposed by the teacher, as well as, the participation of the student using tools and corresponding business simulator will make 50% of the final grade.
3. Attendance and participation:
   10% of the final grade. The student must attend the expository and practical classes, at least 80% of them.

Every student will be able to know in the revision of marks, the score obtained in each one of the components of the note.

All the tests susceptible of evaluation, will be subject to the Regulation of Evaluation of the Degrees of
Administration and Business Management & Marketing.

All students will respect the rules of coexistence of the University, with special attention to the infractions by plagiarism and/or copy in examinations that will be considered as serious according to article 7 of said regulation.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic


Inmaculada Puebla Sánchez y Ignacio Temiño Aguirre. La importancia de los Centros de Simulación Empresarial en la formación universitaria. The importance of Business Simulation Centers in university education International Journal of Information Systems and Software Engineering for Big Companies (IJISEBC). Diciembre 2018

Alfonso Torres, Inmaculada Puebla, Francisco Solá, Raquel Ayestarán. THE CREATION OF A MARKETING PLAN THROUGH SERIOUS GAMING: A JEANS BRAND EXPERIENCE IN THE UFV. ICERI 2018

Puebla. I,. Experiencias Serious Game Universidad Francisco de Vitoria. I Simposio Iberoamericano en Simulación Empresarial. Octubre 2018

GAMIFICATION AS AN INTEGRAL TRAINING TOOL. EXPERIENCE OF ENTREPRENEURSHIP THROUGH A SERIOUS GAME IN THE UFV: THE ENERGY DRINK CASE. Inmaculada Puebla , Alfonso Torres , José María Peláez , Raquel Ayestarán CUICID 2018


TOMÁS ALFARO,"Casos de Financiación y Marketing", Instituto de Empresa.

Additional

Paginas web de simuladores empresariales y del Centro de Simulación Empresarial:https://www.ufvbusinessu.es/cse

Herramientas de gestión empresarial punteras en el mercado: CRM, ERP, RRHH, Finanzas.... Microsoft, Salesforce, SAP...