

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

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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 business skills and abilities through the development of case studies, team work, using computer tools with advanced features and scenario simulations, in which students must generate solutions to real organizational, economic, marketing, sales and financial scenarios.

It is intended that at the end of this course, students will achieve the capacity, knowledge, and adequate competencies that allow them to make correct business decisions taking into account the economic, marketing and ethical aspects involved in this course. At the same time, they will achieve high proficiency level in the use of computer based tools and IT simulation applications.

PRIOR KNOWLEDGE

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

COURSE SYLLABUS

CONTENT

Part I: Decision-making process

1. Decision-making process
2. Particularities of group decisions
3. Problem resolution
4. Setting up objectives
5. Evaluation of alternatives and weighting of objectives

Part II: Strategic and business management tools

6. Introduction to Business Simulation
7. Marketing and Sales Application Market Tools
8. Finance Application Tools
9. HHRR Application Tools
10. General purpose Tools.

Part III; Strategic business management Case study

11. IT tools & Simulators
12. Company Management using simulators and tools.

EDUCATION ACTIVITIES

Master Classes:

The professor will introduce all related topics in class and students will actively participate and research over the required concepts and proposed material.

Training in the resolution of practical cases:

- Training in models and business management tools, using Sales, Marketing, Finance and HHRR simulators / IT applications.
- Application of the gamification methodology for the practical development of case studies, using tools to obtain

and verify results.

- Training to promote teamwork, sharing, a purpose, vision, goals & objectives as well as common expectations.
 - Governance Training as a way to encourage other people to achieve business and personal objectives.
- Training in IT based tools & applications will be used all along this course.

Tutorial:

Individual attention & student guidance will be part of the learning process. The tutoring schedules will be specified on the first day of class or e-mail under request may also be used.

Evaluation:

Students will create their own assessment in the different competencies to be reached.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master classes 10h Analysis and discussion of cases 25h Case result presentations 25h	Group work using computer lab tools 60h Virtual work in net 30h

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 subsequent implementation.

Understand the principles of the simulation process, business management tools and the different technologies that support it.

Develop & analyze practical cases, applying computer models through the use of simulators and business tools in Marketing, Sales, Finance and HHRR domains.

Review, analyze and validate practical results obtained in different case studies, using simulators / IT applications.

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: 40%

- The final exam that the student will perform will be 50% of the final grade.

- Attendance and participation in class: 10% (To consider "Attendance and Participation in class", 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 exchange stay, 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.

- For exchange students, it will be their responsibility to get details about the evaluation procedure.

C.- Students in first or second call who do not attend class:

- Ratings will be calculated with Individual Exercises, resolution of exercises and practices as well as Final Exam.

D.- Students in subsequent calls:

- If they normally attend class, they will be eligible for the Continuous Evaluation System. Otherwise, ratings will be calculated based on the work and resolution of exercises, and Final Exam.

Therefore, the evaluation system foreseen for the subject, aims to be the clearest and representative of what the teacher will apply during the course.

The teacher will evaluate 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.

Summarizing:

1. Exam at the end of the semester:

In all cases the exam that the student will perform will be 50% of the final grade.

2. Resolution of exercises and practice:

The realization of the exercises and practical cases proposed by the teacher, as well as, the participation of the student will represent 40% of the final grade.

3. Attendance and participation:

10% of the final grade. The student must attend class over 80% of planned schedule.

All students will have right to grade & scores revision.

All evaluation tests will be in accordance to the established rules in the Regulation of Evaluation of the ADE & Marketing Degrees.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Dr. D. Temiño Aguirre, Ignacio, Dra. Dña. Puebla Sánchez Inmaculada, D. Solá Menendez Francisco, "El Plan de Empresa. La creación de Empresas y el Emprendimiento". Editorial UFV. Año 2014.

I.Puebla "Gamification as a Systemic Tool". II International Congress América-Europa, Europa-América. Villanueva de los Infantes June 28th – July 2nd, 2017.

I. Puebla, A. Torres, JM Pelaéz, R. Ayestarán. "GAMIFICATION AS A COMPREHENSIVE TRAINING TOOL: "SERIOUS GAME UFV" ENTREPRENEURIAL EXPERIENCE, Barcelona, EDULEARN17 July 2nd-5th, 2017

A. Torres, I. Puebla, JM Pelaéz, R. Ayestarán. "La Gamificación como herramienta transversal de formación integral. Una experiencia de Emprendimiento. Badajoz, X Jornadas de Docencia en Economía. 31 mayo - 1 de Junio 2018.

MATHUR, K.; SOLOW, D. (1996): "Investigación de Operaciones. El arte de la toma de decisiones". Prentice Hall. México.

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