

Teaching guide

IDENTIFICATION DETAILS

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|--------------------------------------|--|---------------|------|
| Degree: | Business Administration and Management | | |
| Field of Knowledge: | Social and Legal Science | | |
| Faculty/School: | Law, Business and Governance | | |
| Course: | COMPUTER MODELS APPLIED TO MARKETING AND FINANCE | | |
| Type: | Compulsory | ECTS credits: | 6 |
| Year: | 4 | Code: | 7141 |
| Teaching period: | Seventh semester | | |
| Area: | Company | | |
| Module: | Business management and human development tools | | |
| Teaching type: | Classroom-based | | |
| Language: | Spanish | | |
| Total number of student study hours: | 150 | | |

SUBJECT DESCRIPTION

Practical application of knowledge in marketing and finance, use of goal-oriented IT tools to design and develop possible specific solutions in real cases and problems. Definition and application of the different methods of structuring, evaluating, resolving and testing problems, and the process of decision-making, both as individuals and in a group. Understanding of the principles of simulation and knowledge of information technologies used to deal with them.

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.

DISTRIBUTION OF WORK TIME

| CLASSROOM-BASED ACTIVITY | INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY |
|--------------------------|---|
| 60 hours | 90 hours |