

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Legal and Business Science		
Course:	HISTORY OF THOUGHT		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	7619
Teaching period:	Second semester		
Area:	History		
Module:	Business Management Tools and Human Development		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

The History of Thought course deals with the origin, structure and development of ideas of about mankind and today's world to provide students with a framework of understanding and integration for their undergraduate studies.

## 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**

Capacity for analytical, synthetic thought applied to business decision-making.

To develop oral and written communication skills in one's mother tongue and in a foreign language to be able to build professional relationships with companies in any country.

### **Specific skills**

To develop effective oral and written communication skills.

To have knowledge and understanding of Western culture's most important literary creations, both past and present.

### **DISTRIBUTION OF WORK TIME**

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