

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	FUNDAMENTALS OF ANTHROPOLOGY		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	7624
Teaching period:	Third semester		
Area:	Anthropology		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

En esta asignatura se revisan los presupuestos intelectuales y morales sobre los que se asienta la cultura contemporánea y se propone una explicación a la pregunta por la persona y su sentido.

"Antropología Fundamental", es un tratado multidisciplinar que, a partir de las diversas antropologías aborda la cuestión sobre la estructura esencial de la persona. Para lograr una adecuada comunicación con el alumno y la alumna, es esencial que se conozca a sí mismo/a y al otro: tanto como individuo dotado de un cuerpo y una capacidad

intelectual, una voluntad por la que actúa y unos sentimientos y emociones que le conforman, como el reconocimiento de sí como ser social inmerso en una sociedad a la que se dirige para establecer una función relacional con el otro.

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.

Capacity for leadership.

To be aware of social and environmental issues.

Capacity for interdisciplinary teamwork.

An ability to learn independently.

Specific skills

To lay out the foundations of the reasons for ethics in economic, business, marketing and other aspects for all the essential characteristics of human beings.

To describe and engage with university work tools: text commentary, analysis, summary and the preparation of a research project, in order to develop habits of rigorous thought.

To be able to put knowledge into practice.

To be familiar with the essence of mankind, drawing on the dignity of humans from their essence, and analysing the historical evolution of these ideas in theory and practice.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

DISTRIBUTION OF WORK TIME

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