

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Legal and Business Science		
Course:			
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	7628
Teaching period:	Fourth 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

Students are introduced to Western cultural history whereby Culture is defined as a whole that covers human life over time and analyses the spiritual values implicit in the creations of humankind. These creations form a process that for methodological purposes we have divided into stages. Study of each involves making connections between religion, thought, art, literature, politics, law, lifestyles, techniques, economics and the expression of mentalities and representations; with consideration for the dialectic between permanence (continuity) and change (discontinuity) and insistence on how values give rise to bonds between the different sectors that shape Culture.

## 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

An ability to learn independently.

Capacity for leadership.

To be aware of social and environmental issues.

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

### 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 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 raise awareness about environmental and social problems, forging attitudes of respect and dialogue with regard to other cultures and religions in the search for the truth, focussing especially on the values of ecology, equality, peace and democracy.

To identify the ties between today's world and historical events and to acknowledge the need to define the historical framework of any event in order to understand it.

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