

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	PROFESSIONAL DEONTOLOGY		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7642
Teaching period:	Eighth semester		
Area:	Company Organisation and People Management		
Module:	Marketing and Commerce		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

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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.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

To have a strong commitment to ethics at work.

An ability to learn independently.

Specific skills

To be able to lead teams in line with the basic principles of ethics, social responsibility and justice, generating synergies between the motivation of employees, the service provided to society and the improvement of sales.

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

To be able to prepare and understand financial statements, and to design, calculate and manage a company's costs as a tool for decision-making in terms of marketing and sales.

DISTRIBUTION OF WORK TIME

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