

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	SUPPLEMENTARY EDUCATIONAL ACTIVITIES II		
Type:	Optional	ECTS credits:	3
Year:	4	Code:	7663
Teaching period:	Eighth semester		
Area:	Company		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

## SUBJECT DESCRIPTION

Es una asignatura optativa que responde al cumplimiento de los compromisos adquiridos por la universidad en la Declaración de Bolonia mediante el reconocimiento de todas aquellas actividades no regladas de la vida universitaria desarrolladas por las distintas instancias formativas de la universidad, que permite al alumno elegir, en función de sus intereses, la realización de actividades diversas de carácter formativo en orden a su formación integral. Con ellas se pretende valorar la capacidad formativa de la "actividad de vida universitaria no formal" en sus diversas manifestaciones, aprovechando la oportunidad que ofrece el Espacio Europeo de Educación Superior.

## 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 possess initiative, creativity and entrepreneurial spirit.

Capacity for leadership.

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.

An ability to learn independently.

## Specific skills

To be able to put knowledge into practice.

Complementar los conocimientos teórico-prácticos recibidos en los estudios de grado con la participación en actividades transversales de la vida universitaria que contribuyan a la formación integral del alumno como persona acercándose a la cultura, las labores solidarias y de cooperación, de representación estudiantil y de la búsqueda del sentido de la vida planteándose las grandes preguntas.

Ampliar los conocimientos profesionales que complementen la formación académica recibida en los estudios de grado con la participación en otras actividades propias del ámbito profesional del marketing.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours