

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management
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Field of Knowledge:	Social and Legal Science
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Faculty/School:	Law, Business and Governance
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Course:	COMPUTER MODELS APPLIED TO MARKETING AND FINANCE
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Type:	Compulsory
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ECTS credits:	6
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Year:	4
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Code:	7141
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Teaching period:	Seventh semester
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Area:	Business
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Module:	Business management and human development tools
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Teaching type:	Classroom-based
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Language:	Castellano
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Total number of student study hours:	150
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Teaching staff	E-mail
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SUBJECT DESCRIPTION

Practical application of Marketing and Finance concepts, using IT tools commonly used in the design and development of real businesses problems and applications.
 Definition and application of different methods for structuring, evaluating, solving and testing problems, as well as addressing decision making processes, both individually and in groups.
 Understanding the principles of simulation and knowledge about the IT applications supporting it.

This course is based on the modeling of complex scenarios and real cases in the fields of business Marketing and

Finance, using Information Technologies (IT) tools widely used in Business Management.

GOAL

The main objective for our students is that, at the end of the course, they will have developed skills and acquire advanced technical knowledge in the use of IT tools (Excel, ...) which are essential in regular operations, commercial and business process management tasks, as well as in financial exercises.

In addition to this, students will :

- a) Understand the importance of digitization and the use of computer applications to optimize management processes.
- b) Consolidate, in a practical way, through case analysis and resolution, their previously acquired knowledge in Marketing and Financial management.

Development of business competencies and skills through the development of case studies, team work, using computer tools with advanced characteristics and simulation of scenarios, in which students must generate specific solutions to real organizational, economic, financial, marketing and sales problems.

It is intended that at the end of this Course, students have reached the capacity, knowledge, and sufficient competencies that will allow them make correct decisions taking into account all economic, marketing and ethical aspects involved in the subject. At the same time, they will be able to efficiently use tools and simulators made available to them.

PRIOR KNOWLEDGE

Those corresponding to the Business Administration&Management and Marketing Degrees.

COURSE SYLLABUS

UNIT 1. Basic concepts using IT based tools and applications (Excel).

UNIT 2. Business decision making through financial statements analysis.

1. The decision-making process
2. Particularities of group decisions
3. Troubleshooting
4. Setting Objectives
5. Assessment of alternatives and weighting of objectives

UNIT 3. Analysis and resolution of cases in Production Systems.

UNIT 4. Marketing and Commercialization of Industrial Products.

UNIT 5. Market Research and distribution models.

EDUCATION ACTIVITIES

The Course has a fully practical orientation, so that all activities are developed using IT based applications, commonly used in Business Management (Office, ...):

- Teacher presentation of cases, tools, applications and functions to be used in each scenario to be solved.
- Student's case & models resolution and Classroom presentations.
- Analysis and achieved results presentations. Practical teacher's evaluations.

All cases and work models will be carried out by the students and will be evaluated by the professor using the CANVAS UFV's platform.

The learning methodology is based on the practical application of the case method, using also some characteristics of flipped learning, in which the teacher assumes a group's guiding & instructor role, while students assume an active and cooperative role. throughout the class.

"The training activities, as well as the distribution of working times, can be modified and adapted depending on the different established scenarios following the indications of the health authorities."

Master Class sessions:

The professor will present the topics with the required emphasis on key concepts for clear student's understanding. As a learning process, active student's participation is required.

If certain circumstances occur, teaching could be exclusively delivered remotely.

On site class sessions:

The specific topic content will be presented to the student, according to the program. The teacher will present the topics through lectures and the student may take notes as a personal work activity. Students must have a high participation in class as a key element of learning.

Remote classes:

As previously indicated, based on health recommendations, the university may opt for this type of (100%) remote training using all technological support available on the CANVAS platform.

The teaching methodologies that will be applied will be those provided for in the new UFV training strategy known as "Train to Transform". Namely: Flipped Learning, Case Method, Problem Based Learning, Seminars, Gamification, Business Simulation etc.

Training in solving practical cases:

- Training in business management models and tools, using Sales, Marketing, Finance and HR simulators / tools.
- Application of the gamification methodology for the practical development of case studies, using tools to obtain and verify achieved results.
- Training to promote teamwork, as a group of people sharing a mission, a vision, a set of goals or objectives as well as common expectations.
- Training to develop governance capacity as a way to encourage other people towards the achievement of objectives and personal development.

Throughout this course, students will take a training tour through cutting-edge computer tools and simulators.

Gamification: Depending on the teacher's requirements, business simulators supported on a digital platform could be used.

"To ensure meaningful learning on the part of the student, the delivery dates of the proposed activities, individual and group assignments will be fully respected".

Tutorships:

Individual or group attention to students in order to guide them on the elements that make up the learning process. The tutoring hours will be specified on the first class day or the student may also request this information by e-mail to the teacher.

Evaluation:

Throughout the course the student will build his own evaluation in the different competences that he will need to acquire.

In the evaluation tests for content acquisition (exams), the capacity for autonomous learning may be evaluated.

"In the event that health authorities recommendations oblige a remote teaching system, the evaluation procedure and weight of the different factors will be maintained."

DISTRIBUTION OF WORK TIME

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

Master class sessions 10h
Case Analysis and discussions 40h
Case results presentations 10h

Group work with IT tools in ComputerLab.
Preparation of cases for class discussion. 60h
Virtual network work 30h

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

To have developed the necessary skills to ensure problems are solved and goals are reached.

To seek, find and analyse diverse information from various sources.

To be able to apply relevant IT knowledge to the field of study.

To enjoy a creative and entrepreneurial spirit.

Specific skills

To develop criteria for problem-solving and decision-making both professionally and personally.

To be able to read, analyse and easily interpret graphs, tables and texts.

To be able to manage the quantitative and computer tools that aid decision-making.

To be able to put knowledge into practice.

LEARNING RESULTS

Analyze and solve business case scenarios using the most appropriate functions

Correctly applies IT tools for the resolution of proposed models in financial management, marketing and business operations.

Carry out and analyze practical cases, applying computer models through the use of simulators and business tools in the fields of Marketing, Sales, Finance and HHRR.

Validate solutions to complex problems with massive data management in the proposed models.

LEARNING APPRAISAL SYSTEM

A continuous assessment model is applied throughout this Course, both for students attending on site class or online.

Ordinary evaluation system: the following criteria and weights are established for all students evaluation:

1. On due time resolution and presentation of all the practical exercises proposed by the teacher (40%).
2. Grade obtained in Final Exam (50%). To pass this course in the ordinary call, a minimum grade of 4.5 is required in this exam.
3. Student participation and collaboration in class (10%).

Alternative evaluation system: students who do not attend class with a prior academic exemption officially recognized by the Degree Directorate, will have the same previous evaluation system, with a final exam weight of 60%. The participation criterion does not apply.

Repetitive students: the same system and weights indicated in the previous paragraphs apply.

Minimum requirements to pass this course: In the ordinary call, obtain a minimum of 4.5 in the Final Exam and have resolved and uploaded in Virtual Classroom, on time, at least 60% of the proposed exercises. In the extraordinary call, the student must obtain at least a 5 in the exam of this call.

The exam will be on site, using the tools and applications provided in the UFV computer classrooms. In the event that the health recommendations force us to return to a scenario where teaching is taught exclusively remotely, neither the criteria nor the applied weights change. The exam will also be carried out on site, unless health circumstances require another alternative and it is necessary to do it online.

"In the event that it may be necessary to request an exemption of class attendance for medical reasons, internship or repeating the subject, it will be necessary to notify the Director of the degree during the first 15 days of the beginning of the course or 15 days from the accrual of the situation giving rise to the request for dispensation."

Plagiarism behaviors, as well as the use of illegitimate means in the evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the UFV Coexistence Regulations.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Cases offered by the Professor in 'Aula Virtual'.

HAMMOND-KEENEY-RAIFFA, JOHN S. HAMMOND, RALPH L. KEENEY, HOWARD RAIFFA. (2000): "Decisiones inteligentes: Guía práctica para tomar mejores decisiones". Gestión 2000

TOMÁS ALFARO, "Casos de Financiación y Marketing", Instituto de Empresa.

MATHUR, K.; SOLOW, D. (1996): "Investigación de Operaciones. El arte de la toma de decisiones". Prentice Hall. México.

Dr. D. Temiño Aguirre, Ignacio, Dra. Dña. Puebla Sánchez Inmaculada, D. Solá Menendez Francisco, "El Plan de Empresa. La creación de Empresas y el Emprendimiento". Editorial UFV. Año 2014.