

27650 - Commercial Simulation

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	Second semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process that has been designed for this course is based on the following activities:

- Theory sessions (explanation of the business simulation manual and learning activities).

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- Practice sessions (Marketing decision-making, annual reports and oral presentations)

On the Anillo Digital Docente (ADD), the e-learning platform, the student will find the necessary teaching materials. They should be completed at the theory and practice sessions.

Tutorials will help students to gain a deep understanding of the subject.

Independent work including activities dealing with individual and teamwork tasks, will help students to achieve their goals.

5.2.Learning tasks

The programme offered to the students to help them achieve the learning results includes the following activities:

- Learning business simulation game
- Learning Simulation Software
- Learning marketing decisions
- Decision-making analysis
- Preparing and presenting the annual reports

The activities are detailed in section 4.

5.3.Syllabus

- Explanation of the business simulation manual
- Presentation of the software
- Marketing decision-making (making moves)
- Decision-making analysis
- Preparing the annual reports in relation to marketing strategy
- Presenting the annual reports

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5.4.Course planning and calendar

5.5.Bibliography and recommended resources