

30630 - Commercial Decisions

Información del Plan Docente

Academic Year	2018/19
Subject	30630 - Commercial Decisions
Faculty / School	109 - Facultad de Economía y Empresa
Degree	432 - Joint Law - Business Administration and Management Programme
ECTS	5.0
Year	6
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

The main aim of this course is to introduce students to the managerial decision-making process within a business simulation game, which is a simplified representation of the dynamic reality. Today more than ever, it is important for business students to apply the knowledge they acquire to a situation that is close to the reality of a company.

1.2.Context and importance of this course in the degree

Business Decisions is an optional course of 5 ECTS that belongs to the Marketing and Market Research module and is given in the first semester of the fourth year of the Business Administration and Management degree. It gives students complementary academic training in Marketing as a continuation of the training received in different courses such as Introduction to Marketing, Introduction to Marketing Research and Marketing Management I.

1.3.Recommendations to take this course

It is advisable for the students to have passed the subjects *Introduction to Marketing*, *Introduction to Marketing Research* and *Marketing Management I*. To obtain the maximum benefit from the course, students are strongly recommended to attend the theoretical and practical classes on a regular basis.

2.Learning goals

2.1.Competences

1. Specific competences:
 - E3. Evaluating the situation and expected evolution of organizations, making decisions, and obtaining relevant knowledge.
 - E5. Writing reports on specific situations related to markets, sectors, organizations, and functional areas of businesses.
 - E6. Understanding and applying professional criteria and scientific rigour in solving problems related to economic,

managerial, and organizational issues.

Transversal competences:

- T1a. Ability to make decisions
- T1g. Communicating correctly both orally and in writing, with the emphasis on reasoning.
- T2b. Team work
- T2c. Working with deadlines
- T3b. Ability to adapt to new situations
- T4a. Ability to put knowledge into practice

2.2.Learning goals

- o - Apply management knowledge obtained during previous courses in a virtual environment to commercialise products in different markets.
- Analyse macroeconomic and microeconomic data provided in the virtual environment of the business game.
- Make the correct decisions to commercialise products in competitive conditions, looking for the best performance in the virtual environment of the game.
- Observe the consequences of the management decisions on the virtual environment of the game.
- Develop skills related to team work and work with deadlines.
- Prepare and explain the activities to be carried out during the business game.

2.3.Importance of learning goals

These days, marketing is a key element of business strategy. Therefore, a knowledge of marketing can help the future integration of graduates into the labour market. Additionally, the eminently practical perspective involved in the application of their acquired knowledge into a virtual environment allows students to develop several skills in relation to decision-making in competitive markets, problem solving, creativity, communication, and team work. These skills are essential for graduates.

3.Assessment (1st and 2nd call)

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

The student will prove that he/she has achieved the expected learning results by means of several assessment tasks.

In the **FIRST SITTING**, there are two main evaluation systems: week of the course, giving the teacher a team file with the names of all its members. The maximum number of teams playing in each game environment is limited, so the team size will be communicated to students in class depending on the total number of students per class. Each team of students will be assigned a company in a game environment.

Activities of the continuous assessment:

- **A1.- Position in the business ranking and participation in class with regards to decision-making (moves) and written document (3 points).** The positions obtained by the company run by each team will be scored with a maximum of 3 points and a minimum of 2. This score will be obtained by adding the scores resulting from their position in the game at the end of two periods. In each period of the game, the position of the company will be assessed as follows: 1.5 points for companies that obtain an average score in the first tert= \leq 1.25 for companies that obtain an average score in the second tert= \leq and 1 for companies that obtain an average score in the last tertile. The score resulting from the positions obtained by the company (team) will be multiplied for each student by a correction factor "F", where $F = 1$, if the student has participated in at least 75% of the classes devoted to the decision-making (including trial moves) and the written document and $F = 0$, if the student has participated in less

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than 75% of the classes devoted to the decision-making (including trial moves) and the written document. The target date for the completion of this activity will be fixed within the class schedule, which will be published on the ADD and available from the faculty photocopy services.

- **A2.- Written test (4 points)** . This is an individual test with a maximum score of 4 points. It will focus on issues regarding the operation of the game and decision-making. The target date for the completion of this activity will be fixed within the class schedule, which will be published on the ADD and available from the faculty photocopy services.
- **A3.- Written document (2.25 points)**. The written document will be prepared by teams and it will include the management tools and the decisions made by the company. It will have a maximum score of 2.25 points. The target date for the completion of this activity will be fixed within the class schedule, which will be published on the ADD and available from the faculty photocopy services.
- **A4.- Presentation/Oral test (0.75 points)**. This test will consist of the defense of the written document and the decision-making by answering individually to the questions raised by the teachers. It will have a maximum score of 0.75 points. The target date for the completion of this activity will be fixed within the class schedule, which will be published on the ADD and available from the faculty photocopy services.

The continuous assessment system requires the students to obtain the following minimum points in each of the following activities:

A1: minimum of 2 points A2: minimum of 1 point

A3: minimum of 0.75 points

Moreover, to pass the subject through the continuous assessment system, the sum of the scores obtained in the four activities must be equal to or greater than 5 points.

Failure to follow any of these requirements will result in students being assessed through global assessment.

like to improve their mark, will be able to participate in the global test.

Global Assessment : this will consist of a final exam designed to allow the professors to evaluate the acquisition of the theoretical and practical knowledge taught in the course as well as the corresponding competences. This exam will be scheduled in accordance with the official calendar of the faculty. It will have two parts: the first part will include a number of questions about the theoretical-practical contents of the operation of the business game and the second one will refer to the practice of decision-making in the business game. The first part will have a maximum score of 4.5 points and the second of 5.5 points. A minimum of 2.5 points will be required in each part in order to pass the subject. Should a student not achieve the minimum score in the first part, the second part will not be corrected, and the mark of the first part will be published officially. Should a student achieve the minimum score in the first part, the second part will be corrected. If the minimum score in the second part is not obtained, the mark of the first part will be published officially. If the student also exceeds the minimum score (in the second part), the sum of the scores of each part will be published.

In the **SECOND SITTING** , the assessment will only consist of a 10-point written final exam including theoretical and practical contents. This exam will have the same characteristics as those established for the global assessment in the first sitting.

ASSESSMENT CRITERIA

The assessment criteria are detailed in the previous section for each evaluation system.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

- Theoretical sessions where the basics of how to run an online business management simulator and the development of the scheduled activities are explained.
- Practical sessions in which students make decisions (moves), analyse information, develop tools for management and prepare a written document.
- The support material necessary for the classes will be made available to the students through the ADD. This material should be complemented by the students with the explanations given by the professor in class.
- Tutorials, where the students' doubts will be addressed.
- Autonomous work, done individually and in teams, is essential for the achievement of the learning objectives.

4.2. Learning tasks

The learning activities refer to the following aspects and have been detailed previously:

- Learning how to run the business simulation game and make decisions
- Decision-making for the commercialization of the company's products
- Development of tools to help manage the company
- Preparation of a written document
- Oral defense of the written document and the decisions made

The expected working hours for each formative activity are the following:

- Lectures - 12.5
- Practical sessions - 30
- Seminars and Tutorials - 7.5
- Autonomous work - 75

4.3. Syllabus

- o Presentation of the business simulation game

Presentation of the business simulation manual

Explanation on how to operate the simulator on the computer

- o Decision-making for the commercialization of the company's products Analysis of the economic and business information

R&D+i decisions Decisions on providers HR decisions

Marketing decisions

- o Development of tools to help manage the company
- o Preparation of a written document about the development of tools and the decision-making

4.4. Course planning and calendar

The class schedule, including the dates of all activities to be performed, will be made available through the ADD and the faculty reprography services. Any modifications of the scheduled dates will be communicated by the teacher through the

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ADD.

Classes will start and finish following the official calendar set by the university and the dates set by the faculty where the course is offered. Key dates of the course will be fixed according to the academic calendar and the timetable established for each faculty building.

The key aspects of the business game are explained in the theoretical classes. In the practical classes, students work in teams to make decisions about the main managerial aspects of their respective companies. Additionally, students will develop analytic tools to help them in their decision-making and present a document in which they explain their management decisions to commercialise the company's products in different markets.

Activities for the evaluation of the students' learning performance are detailed in the section on Assessment. At the beginning of the course, the syllabus will be available through the ADD and the faculty photocopy services. The syllabus will include the calendar in which the key dates of activities are detailed.

Official dates for global evaluations will be published by the faculty.

4.5. Bibliography and recommended resources