

27650 - Commercial Simulation

Syllabus Information

Academic Year: 2020/21

Subject: 27650 - Commercial Simulation

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.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on:

Theoretical lessons focus on the basics about how to run the online business management simulator, and explain the scheduled activities and their development.

In the practice sessions, students make decisions, analyze information, develop tools for management, prepare a written document and exposes the final report.

Practical classes in which students make decisions (moves in the simulation) require analyzing information and developing tools for management

Classroom materials will be available via Moodle. These include the course syllabus and other course-specific learning materials. This material should be complemented by the students with the explanations given by the professor in class. Further information regarding the course will be provided on the first day of class.

Tutorials. Through tutorials, the students' doubts will be addressed.

Autonomous work, active participation and teamwork favor the achievement of the learning objectives.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

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
- Learning of software
- Learning how to make decisions
- Analysis and assessment of decision-making
- Preparation and oral defense of the written document

This is a 5 ECTS course organized as follows:

- ? Lectures (12.5 hours).
- ? Practice sessions (30 hours).
- ? Seminars and Tutorials - (7.5 hours).
- ? Personal work - (75 hours).

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3.Syllabus

- Explanation on how to operate the simulator
- Presentation of the business simulation game
- Decision-making for the commercialization of the company's products
- Analysis and assessment of decision-making
 - Preparation of a written document
 - Oral defense of the written document

4.4.Course planning and calendar

Further information concerning the timetable and other details regarding this course will be provided on the ADD. Any modifications of the scheduled dates will be communicated by the teacher through the 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.

This subject is structured as follows: theoretical classes where the basics of how to run the online business management simulator; practical classes in which students make decisions, prepare and defend the written document.

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