

30630 - Commercial Decisions

Syllabus Information

Academic year: 2023/24

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

The main goal of this subject is to introduce the student to business decision making in a game of companies, which is a simplified representation of the dynamic reality. In this way, students apply some of the knowledge acquired in the degree in a simulated business situation that forces them to make decisions and face the consequences of these decisions.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda and certain specific targets (<https://www.un.org/sustainabledevelopment/es/>), contributing to some extent to their achievement: *Goal 4: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all; Objective 4.4: By 2030, significantly increase the number of young people and adults who have the necessary skills, in particular technical and vocational skills, to access employment, decent work and entrepreneurship.*

To take the subject, it is recommended to have taken Introduction to Marketing, Introduction to Market Research and Business Management I. In addition, in order to make the most of the subject, it is necessary that the student continuously attends the classes, getting actively involved in them.

2. Learning results

Apply the knowledge of business management, obtained in the previous subjects of the degree, in a virtual environment of product commercialization in different markets.

Analyze macroeconomic and microeconomic data provided in the virtual environment of the business game.

Making the most appropriate business decisions for the commercialization of products under competitive conditions, seeking the best position in the virtual gaming environment.

Observe the consequences of the strategies carried out in the virtual game environment.

Develop group work skills and work with limited time.

Elaborate and adequately defend the activities carried out throughout the development of the business game.

3. Syllabus

Explanation of how the business game works

Learning to operate the game on the computer

Development of tools to support company management

Decision-making for marketing the company's products

Analysis of economic and business information

R&D&I decisions

Supplier decisions

Human resources decisions

Marketing decisions

Preparation of the decision making report

4. Academic activities

The training activities are divided into the following hours:

Master classes: 10 hours

Practical classes: 40 hours

Personal Study: 72 hours

Assessment tests. 3 hours

In the initial classes of the subject, the teacher explains the fundamental aspects of the operation of the game of companies in which the subject is framed. In the rest of the classes, students work in groups analyzing information and making decisions (plays) on the main management areas of the company they have been assigned. In addition, they develop tools to help them in decision making and develop and present the report, where they explain the management carried out to commercialize the company's products in the different markets.

The necessary support material for the classes will be made available to the students in Moodle. This material is a base of support that the students will have to complete with the explanations that the teacher will be doing, especially in the first weeks of class. In addition, students should develop their own material as the process of teaching-learning takes place.

5. Assessment system

In the **FIRST CALL**, two assessment systems are proposed:

1. **Continuous assessment:**

It requires the student to be part of a working group, as each group of students will be assigned a company in a game environment.

Continuous assessment activities:

The dates for each activity will be indicated in the subject calendar.

A. Group activities that require the student's active participation in the group (4 points)

A1.- Decision-making in the game/simulator (2 points)

The grade obtained in this activity by the company (group) 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 decision making (including the test plays) and $F=0$, if the student has participated in less than 75% of the classes devoted to decision making (including the test plays).

A2.- Decision-making report (written document and presentation) (2 points)

A1 and A2 group activities require the active participation of students in the group, so students in a group can expel a member of the group because he/she is not actively participating in the group activities.

Students who have been expelled from a group will have to take the global assessment system.

B. Individual activities (6 points)

B1.- Initial knowledge of the simulation game (1 point)

This activity will consist of a series of questions, test and/or short, that will evaluate the student's initial knowledge of the simulation game.

B2.- Written test (5 points)

This activity will consist of a test with test and/or short and/or essay questions, which will deal with the aspects related to the functioning of the simulation game and aims to assess the final knowledge of the simulation game acquired by the student throughout the classes.

In order for the student to be assessed through the continuous assessment system, it is necessary that he/she obtains at least 1.75 points in activity B2.

If a student fulfills the conditions indicated for the continuous assessment, the sum of the scores obtained in the activities will be added up, so that he/she will have passed the subject if the sum is equal to or higher than 5 points. If the score obtained is less than 5 points it will have to be assessed through the global assessment system.

2. **Global Assessment:**

It will consist of a final test consisting of two parts: the first part will be a series of test and/or short questions on theoretical and practical contents of the functioning of the business game and the second part will deal with the practice of decision making in the business game.

The first part will have a maximum score of 4.5 points and the second part will have a maximum score of 5.5 points. To pass the subject it is necessary to obtain a score of at least 2.5 points in each of the parts. If, when correcting the first part of the subject, the minimum mark required to pass the subject is not obtained, the second part will not be assessed, and the mark for the first part will be recorded in the minutes. If the minimum grade for the first part is exceeded, the second part will be assessed. If in the second part does not reach the minimum score, the grade of the first part will be recorded in the minutes. If in the second part the minimum grade is also exceeded, the grade to be recorded in the minutes will be the sum of the score obtained in both parts.

In the **SECOND CALL**:

The assessment will be carried out only by means of a final exam that will follow the same characteristics as those established for the global assessment system in the first call.