

30630 - Commercial Decisions

Syllabus Information

Academic year: 2024/25

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 the business simulation game functioning

Learning how to operate the game on the computer

Development of tools to help manage the company

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

Preparation and presentation of a report about the decision-making

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 SITTING, there are two main evaluation systems:

1. Continuous assessment:

It requires the students to necessarily join a team and be part of it during the period that activities take place. A company of the game environment will be assigned to each team.

Individual and group activities of the continuous assessment:

The days for each assessment activity will be indicated in the course schedule.

A. Business simulation game initial knowledge (individual: 1.25 points)

This activity will consist of a series of questions that will assess the initial knowledge of a student about the business simulation game.

B. Decision-making in the game (group: 2.5 points)

The score obtained for each company/team will be multiplied for each student by a factor 'F'. This factor takes the value 'F=1' if the student has participated, at least, in the 75% of the classes devoted to decision-making (including trial moves), and takes the value 'F=0' if the student has not participated, at least, in the 75% of the classes devoted to decision-making (including trial moves).

C. Written report of decision-making (group: 2.5 points)

D. Business simulation game final knowledge (individual: 3 points)

This activity will consist of a series of questions –including multiple choice and short questions– about the issues regarding the operation of the game and are aimed at evaluating the individual final knowledge of each student about the business simulation game.

E. Presentation of decision-making (individual: 0.75 points)

Group activities B and C require active participation in the group so that members of a team can remove any member from the team if they are not participating actively enough in the group activities. Those students who have been removed from a team will have to do the global assessment.

If the student meets the conditions for the continuous assessment system, the final assessment will be calculated as the sum of the scores obtained in the activities. Students will pass the subject if the sum is equal to or higher than 5 points. If the sum is less than 5 points, students will have to be evaluated through the global assessment system.

6. Sustainable Development Goals

