

## 30641 - Business Management II

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30641 - Business Management II

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 432 - Joint Law - Business Administration and Management Programme

**ECTS:** 6.0

**Year:** 5

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

The main goal of this subject is for the student to learn the principles and instruments necessary for the management of commercial management in organizations. It will address the study of both the buying behavior of individuals (consumer markets) and organizations (B2B markets), in terms of their characteristics, factors, processes...; analyzing segmentation, differentiation and positioning strategies. Thus, students, starting from the knowledge already acquired in related subjects (market orientation, relational approach to marketing, global demand and brand demand...), and those introduced in Commercial Management II, will be able to reach a strategic vision of marketing within the organization.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of the goals:

Goal 4: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all

Goal 8: Promote Inclusive and Sustainable Economic Growth, Employment and Decent Work for All

### 2. Learning results

The subject Commercial Management II belongs to the Marketing and Market Research Module.

In general terms, the aim is for the student to consolidate the knowledge already acquired and to deepen in the integral management of the marketing area in organizations from a strategic perspective.

More specifically, the aim is for the student to be able to: describe the purchasing decision process (consumer/ organisations), and identify and assess market segments; understand, identify and assess the strategic options for positioning the marketing offer; plan, design, develop and establish the control mechanisms of the marketing strategy within the framework of the strategic planning of the organisation; develop, individually and/or in teams, activities and work related to commercial management and plan them for the best achievement of the goals set and the optimisation of time; be able to communicate, orally and/or in writing, knowledge, ideas and results of the activities carried out.

### 3. Syllabus

#### Unit 1. Consumer Behavior

Products/Purposes/Features

Behavioral Explanatory Factors (Environmental/Economic/Personal/Social)

Purchasing Process

#### Unit 2: Business Buyer Behavior

Products/Purposes/Features

Behavioral Explanatory Factors (Environmental/Organizational/Interpersonal/Individual)

Purchasing Process

#### Unit 3: Market Segmentation

Objectives and Variables in Market Segmentation (Consumer/B2B Markets)

Segmentation Strategies

#### Unit 4. Differentiation and Positioning

Differentiation and Positioning Objectives (Consumer Markets/B2B Markets)

Differentiation and Positioning Strategies

#### Unit 5: The Marketing Plan

Strategic Marketing Planning

#### 4. Academic activities

In this subject the academic activity consists of: theoretical lectures and discussion of contents; practical classes, presentation and resolution of problems; individual and group tutorials; weekly seminars; realization and defense of group work; autonomous group work; autonomous work of the student (reading and comprehension, preparation of expositions, elaboration of works), self-study.

Theoretical classes: 30 hours

Practical classes: 30 hours

Tutorials, seminars, assignments and personal work: 86 hours

Assessment tests. 4 hours.

6 ECTS = 150 hours

In principle, the teaching methodology and its assessment is planned to be based on face-to-face classes. However, if circumstances so require, they may be carried out online

#### 5. Assessment system

**Global assessment.** The official dates of the global test will be established by each center, according to the regulations in force, the assessment will consist of two parts:

A **written test** on all theoretical, practical and theoretical-practical aspects developed throughout the subject, will account for **60%** of the student's final grade. The test may include the resolution of practical cases, questions short developmental and/or multiple-choice questions.

**Two written assignments** that will account for 40% of the student's final grade. These works will be solved in group, partially during the practical classes, and later will be presented and defended in the classroom. Those who do not deliver the two papers on the established date, or who do not obtain a grade of 4 out of 10 in both papers, will have to answer four additional questions in the written test, whose score will be up to **40%** of the final grade.

Students who have completed the two written assignments that account for 40% of the overall grade may choose, both in the first and second call, to keep the grade obtained and take an exam for the remaining 60% or to waive this grade and take an exam with 10 points.

In addition, those students who have completed the two written assignments and who choose to keep the grade obtained and take an exam for the remaining 60%, in **both exam sessions**, in order to pass the subject, that is, to compensate the results obtained, the student will have to obtain at least a grade of 2 points in the written test (out of 6 points). In case the student does not pass the minimum required in the written test, the grade will not be compensated. In this case, the final numerical grade will be the maximum of the grades: papers and/or written test.

**Assessment criteria:** The resolution of the written test and of the assignments will be assessed by the teacher taking into account both the accuracy and completeness of the answers and the expository capacity of the student. When the questions require answering more than one question or section, it will be necessary to answer all of them to achieve the maximum score, being in any case the correct resolution of a part of the questions or sections the object of the score.