

## 27650 - Commercial Simulation

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Course</b>	4
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

The learning process that has been designed for this course is based on the following activities:

- Theory sessions (explanation of the business simulation manual and learning activities).
- Practice sessions (Marketing decision-making, annual reports and oral presentations)

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On the Anillo Digital Docente (ADD), the e-learning platform, the student will find the necessary teaching materials. They should be completed at the theory and practice sessions.

Tutorials will help students to gain a deep understanding of the subject.

Independent work including activities dealing with individual and teamwork tasks, will help students to achieve their goals.

### 5.2.Learning activities

**The programme offered to the students to help them achieve the learning results includes the following activities:**

- Learning business simulation game
- Learning Simulation Software
- Learning marketing decisions
- Decision-making analysis
- Preparing and presenting the annual reports

The activities are detailed in section 4.

### 5.3.Program

- Explanation of the business simulation manual
- Presentation of the software
- Marketing decision-making (making moves)
- Decision-making analysis
- Preparing the annual reports in relation to marketing strategy
- Presenting the annual reports

### 5.4.Planning and scheduling

**5.5. Bibliography and recommended resources**