

#### Información del Plan Docente

Academic Year 2016/17

Academic center 109 - Facultad de Economía y Empresa

**Degree** 450 - Degree in Marketing and Market Research

ECTS 5.0
Course 4

Period Second semester

Subject Type Optional

Module ---

- 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

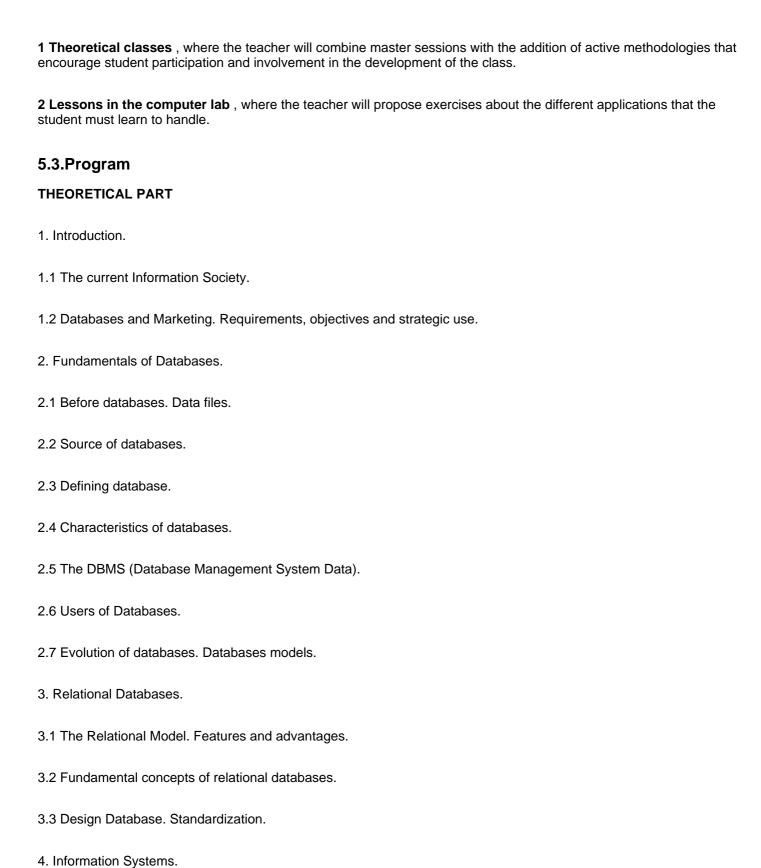
## 5.1.General methodological presentation

The learning process designed for this subject is based on the use of active methodologies that require student participation, by proposing and solving exercises and problems, developing and presenting papers, etc. Moreover, in the practices at the computer lab, the student will work with the computer autonomously following the guidelines given by the teacher in order to develop the skills and abilities required by the subject.

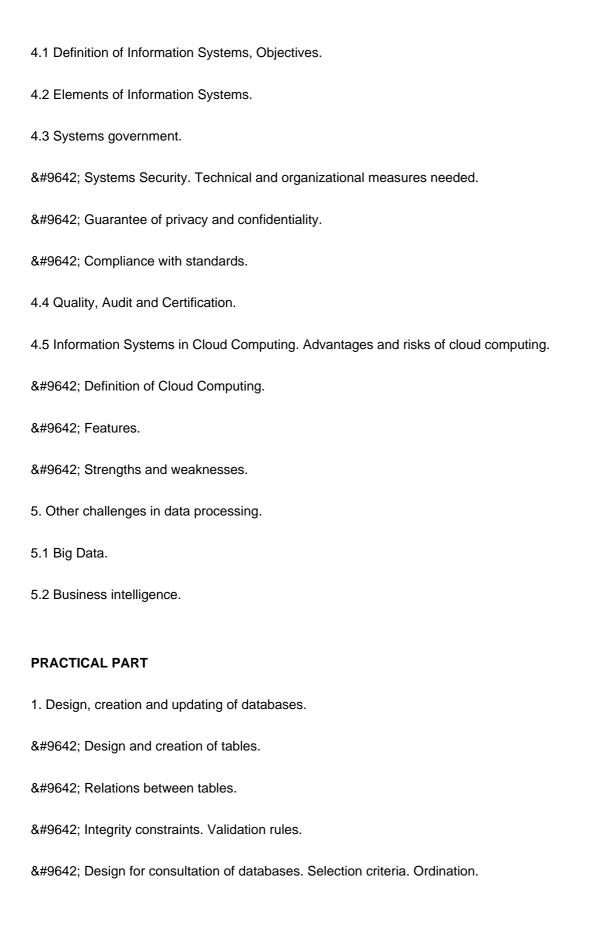
#### 5.2.Learning activities

The program that is offered to students to help them to achieve the expected results includes the following activities:











5.5.Bibliography and recomended resources
5.4.Planning and scheduling
4. Use of the GanttProject tool for project planning.
3. WORK / PROJECT: Design and development of a database and an application for its management.
▪ Programming with wizard.
▪ Modular structure.
▪ Interface Design.
2. Development of customized applications for databases management.
▪ Advanced options.
▪ Development of forms and reports.
▪ Updates.