

Información del Plan Docente

Academic Year	2017/18	
Faculty / School	109 - Facultad de Economía y Empresa	
Degree	450 - Degree in Marketing and Market Research	
ECTS	6.0	
Year	1	
Semester	First semester	
Subject Type	Basic Education	
Module		

- **1.General information**
- **1.1.Introduction**
- 1.2.Recommendations to take this course
- **1.3.Context and importance of this course in the degree**
- 1.4. Activities and key dates
- 2.Learning goals
- 2.1.Learning goals
- 2.2.Importance of learning goals
- 3. Aims of the course and competences
- 3.1. Aims of the course
- 3.2.Competences
- 4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1. Methodological overview

The learning process designed for this subject is based on:

The course has a theoretical and practical dimension. Therefore the methodology consists of a combination of in‐class activities and autonomous work.



On the one hand, there will be face #8208; to #8208; face sessions (theoretical lecture and practical teaching based on case method, oral presentation as well as seminars for exercise and problem discussion with students).

On the other, student's autonomous work will be focused on content based learning, exercise and problem solving and case study analysis for further presentation, clarification and debate in group seminars apart from other practical work outside the classroom.

Additional information regarding the course will be provided on the first day of class.

5.2.Learning tasks

The work planning suggested for students helping them in the achievement of the expected learning outcomes includes the following tasks:

On-site work

Activities which require the student's presence within the classroom shall alternate conveniently theoretical content lectures and problem and case‐based learning.

Lecture class and concept systematization by Professor in charge .

These activities are assigned a total of 30 hours per student and group. Such lectures provide students with a first introduction to theoretical concepts. This knowledge acquisition will able them subsequently to perform a more efficient autonomous work and, ultimately, a better understanding of the subject. These sessions will be take place once a week.

Dynamic activities between students and lecturer

To do these kinds of activities the whole group is divided into two subgroups. Time allocated for these tasks is 30 hours per student and subgroup.

These activities promote the following skills and abilities:

Student active participation in the class will be encouraged through case‐based methodology. By means of this system students develop their ability to identify and analyze legal problems as well as their critical thinking and oral skills. In this way, the student becomes familiar with the use of legal terminology.

Development of transversal competence of how to make use of new technologies (ICTs) for searching and selecting relevant legal information.

These activities are complemented by mentorship, guidance tutorials and supervision seminars to clear up doubts/ answer questions and clarify the most complex theoretical and practical course contents and to supervise work developed by students.

Self-directed learning or autonomous work



Off‐site individual and group work is also essential for learning of students. It will consist of, among other activities:

1. Guided reading and supervised study of bibliographic material indicated and/or provided by the Professor in charge of the course.

2. Analysis and resolution of problems and cases proposed by the Lecturer for preparation of practice sessions and seminars.

3. Autonomous study of theoretical and practical contents, resolution of practical cases, as well as search and analysis of information required for elaboration of assignments.

5.3.Syllabus

UNIT 1: CIVIL LAW

- Topic 1. The Law. Economic Relations and Law
- Topic 2. Patrimonial Legal Relations
- Topic 3. Exchange of Goods and Services
- Topic 4. Family Law and Law of Succession and Administration of Estates
- UNIT II: BUSINESS LAW
- Topic 5. Businesspersons. Businesspersons Contributors
- Topic 6. Bookkeeping and Public Registration Duties
- Topic 7. Antitrust Law, Unfair Competition and Intellectual Property
- Topic 8. Business Companies
- Topic 9. Corporations (i)
- Topic 10. Corporations (ii)
- Topic 11. Bills of Exchange, Checks and Promissory Notes

Topic 12. Bankruptcy

5.4. Course planning and calendar



Onsite session schedule and assignment presentation

The scheduling as well as theoretical and practical assignments and work planning will be made known at the beginning of the academic term. For further details concerning the timetable, classroom and more information regarding this course please refer to the "Facultad de Economía y Empresa" website.

In ‐ class hours			Off ‐ site hours	
Whole Group	Practical activities	Seminars	ECTS Tutorials	Student's autonomous work
30 h.	30 h.		15 h.	75 h.
		WE	EKLY SCHEDULE	
			Tipo Activi	dad
1 st Week		Introdu Lecture	ction to Subject. U e.	nit I Topic
2 nd Week		Unit I T Sessio	opic Lecture. Unit n	I Practice
3 rd Week		Unit I T Sessio	⁻ opic Lecture. Unit n	I Practice
4 th Week		Unit I T Sessio	opic Lecture. Unit	I Practice
5 th Week		Unit I T Sessio	opic Lecture. Unit	I Practice
6 th Week		Unit II ⁻ Sessio	Topic Lecture. Unit n	II Practice
7 th Week		Unit II ⁻ Sessio	Topic Lecture. Unit n.	II Practice



8 th Week	Unit II Topic Lecture. Unit II Practice Session
9 th Week	Unit II Topic Lecture. Unit II Practice Session
10 th Week	Unit II Topic Lecture. Unit II Practice Session
11 th Week	Unit II Topic Lecture. Unit II Practice Session
12 th Week	Unit II Topic Lecture. Unit II Practice Session
13 th Week	Unit II Topic Lecture. Unit II Practice Session
14 th Week	Unit II Topic Lecture. Unit II Practice Session
15 th Week	Unit II Topic Lecture. Unit II Practice Session

5.5.Bibliography and recommended resources