

27650 - Commercial Simulation

Syllabus Information

Academic Year: 2019/20

Subject: 27650 - Commercial Simulation

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on:

- Learning how to run the business simulation game
- Learning how to use specific software
- Learning how to make decisions
- Analysis and assessment of decision-making
- Preparation and oral defense of a written report

Classroom materials will be available via Moodle. These include the course syllabus and other course-specific learning materials. This material should be complemented by the students with the explanations given by the professor in class.

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

4.2.Learning tasks

This is a 5 ECTS course organized as follows:

- Lectures (12.5 hours). They focus on the basics about how to run the online business management simulator, and related activities and tasks.

- Practice sessions (30 hours). Students make decisions, analyze information, develop tools for management, prepare a written report and present it. The sessions in which students make decisions (moves in the simulation) require analyzing information and developing tools for management.
- Tutorials (7.5 hours). Through tutorials, the students' doubts will be addressed.
- Autonomous work (75 hours). Autonomous work, active participation and teamwork favor the achievement of the learning objectives.

4.3.Syllabus

The course will address the following topics:

- Topic 1. Explanation on how to operate the simulator
- Topic 2. Presentation of the business simulation game
- Topic 3. Decision-making for the commercialization of the company's products
- Topic 4. Analysis and assessment of decision-making
- Topic 5. Preparation of a written document
- Topic 6. Oral defense of the written document

4.4.Course planning and calendar

Classes will start and finish following the official calendar set by the university and the dates set by the faculty where the course is offered. Key dates of the course will be fixed according to the academic calendar and the timetable established for each faculty building.

At the beginning of the course, the syllabus will be available through the ADD and the faculty photocopy services. The syllabus will include the calendar in which the key dates of activities are detailed.

Activities for the evaluation of the students' learning are detailed in the Assessment section.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>) and Moodle/ADD.

4.5.Bibliography and recommended resources