



Universidad  
de Alcalá

# STUDENT GUIDE

## COURSE

# Business Trends: A Practical Approach

**Business Administration Degree**

**Accounting and Finance Degree**

**Economics Degree**

**Economic and International Business Degree**

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**Academic Course 2018/2019**

## STUDENT GUIDE

Course Name:	<b>Business Trends: A Practical Approach</b>
Code:	<b>340084</b>
Degree	
Area and Department	<b>Department: Economics and Business Management</b> <b>Area: Business Organization</b>
Type	<b>Elective</b>
ECTS:	<b>6</b>
Year and term	
Teacher	<b>Monica Giménez Baldazo</b> <b>(<a href="mailto:monica.gimenez@uah.es">monica.gimenez@uah.es</a>)</b>
Tuition hoursd	<b>Please write to: <a href="mailto:monica.gimenez@uah.es">monica.gimenez@uah.es</a></b>
Languaje	<b>English</b>

### 1. MODULE DESCRIPTION

Business Trends: A practical approach is an elective course taught in the 3<sup>rd</sup> or 4<sup>th</sup> year, during first term.

In this course the teacher will help the student to lead his/her own knowledge path, so the student can identify those interesting situations that are going on in the business world and along with the rest of the students and teacher help they will deepen their knowledge and use technical and appropriate vocabulary to explain the situation from an economic point of view.

This guide is a tool to understand how the course will be developed, what student has to do to pass the course, how he/she will be evaluated, where to find materials... It is first approach to what will happen in and outside the classroom.

### 2. LEARNING OBJECTIVES

- **General skills**
  - Develop comprehensive Reading, analysis and synthesis
  - Develop searching skills, documents selection in data bases and academic research
  - Promote individual work and group work
  - Improve oral and written communication
  - Improve critical and analytical skills
- **Specific skills**
  - Use business and economics concepts to explain real situations
  - Improve oral communication in English

- Improve team work
- Improve analysis and critical skills

### 3. CONTENTS

Blocks of Curricular Contents	
Cultural differences and integration	0.5 ECTS
Conciliation of professional and family life	0.5 ECTS
Green trend	0.5 ECTS
Social Responsibility	0.5 ECTS
Social network	0.5 ECTS
Circular Economy	0.5 ECTS
Information and Communication Technologies	0.5 ECTS
Ethics in Business	0.5 ECTS
Contents proposed by students or that may arise during the course	2 ECTS

### 4. LEARNING METHODOLOGIES

#### 4.1. Credit distribution (in hours)

On-site assistance hours:	<ul style="list-style-type: none"> <li>● 45 hours (including exam)</li> </ul>
Student work hours:	<ul style="list-style-type: none"> <li>● Self work: 100</li> <li>● Tuition hours: 5</li> </ul>
Total hours	150

#### 4.2. Methodology strategies, materials and didactic resources

<b>On-site assisting classes</b>	<ul style="list-style-type: none"> <li>● Theory classes.</li> <li>● Conferences</li> <li>● Visits to business</li> <li>● Briefing and Project presentation.</li> <li>● Debates</li> <li>● Role plays</li> <li>● Videos</li> <li>● Group work</li> <li>● Teaching methodology is based in flipped classroom, integrating several ITC so the class is as proactive as possible. In them students will present the projects prepared along the course.</li> </ul>
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<b>Tuition</b>	<ul style="list-style-type: none"> <li>• Tuition guarantees that students get a closer relationship with the teacher. So tuition will be individual and from time to time in groups.</li> </ul>
<b>Self work</b>	<ul style="list-style-type: none"> <li>• Preparation of theory and practical cases (flipped classroom)</li> <li>• Case analysis: along the term there will be several cases, projects, article review, in which student will get practical skills and competences so theoretical knowledge sits.</li> <li>• Projects: students will be leaders, under teacher supervision, to find relevant information, prepare minutes, elaborate presentations...</li> <li>• According to teacher's experience, this course requires at least:             <ul style="list-style-type: none"> <li>○ Weekly study: 2h/week on average</li> <li>○ Projects: 15h on average</li> </ul> </li> </ul>

## 5. EVALUATION: Procedures, criteria and grading scale

Evaluation process is inspired in continuous evaluation. Those students who wish to abandon continuous evaluation have to indicate Dean of the Faculty during first 2 weeks their reasons to do so.

In case the student does not apply for the final evaluation, he or she will be evaluated in the continuous system. No changes are allowed during the course.

If student does not participate as this guide establishes he/she will be considered as not presented in ordinary exam.

### Continuous evaluation

Student will be evaluated by his/her work, knowledge and skills. Methods to evaluate will be:

- a) Classes and seminars active participation 20%
- b) Cases solving, individually or in group: 20%
- c) Public presentation of lectures and project results: 30%
- d) Final exam: 30%

To pass the course student will have to pass successfully all the test and demonstrations, understanding that all them in group show skills developed and learnt.

Evaluation system will be adapted to teaching resources and number of students per group. It will be indicated at the beginning of the course.

### Final Evaluation

Students who opt for final exam will have to take a test that will be 100% of their result. It will have 2-3 questions, including cases, in which they will have to show they have acquired specific and basic skills of the course. One of the cases will require an oral defense in English to ensure course competences have been acquired.

### Extraordinary exam

- a) Students that failed continuous evaluation because they passed all test except final one: will be able to repeat only final exam in June-July and rest of qualifications will be kept until then
- b) Rest of students: will have to take a final exam that will be 100% of their qualification

### Honesty rules for evaluation test

- A. During evaluation tests the student:
- Will have an ID over the table
  - Will not be allowed to have telephones, electronic or informatic devices independently if they are switch on or off (mobile phones, tablets, clocks, audio or video transmitter, etc.)
  - Will not be allowed to take materials or objects (syllabus, books, class notes, any other notes, etc.)

This prohibition does not allow any excuse that, previous to the beginning of the exam, has to be notified to the teacher and he/she authorises it according to the circumstances.

Any infringement of this general rule allows the teacher to grade the test with fail (o)

B. In each particular case, depending on the infraction and the characteristics of the evaluation test, the teacher will consider if there has been a trust lost towards the student related to the written assessment, so in the future, the student will have to take an oral exam in front of a tribunal.

C. In no case, the grade will be "Not presented" for those students that, in any of the continuous assessment, have acted without academic honesty.

**Grading scale:**

*According to R.D 1125/2003 grading scale should be as follows:*

<i>0,0 - 4,9</i>	<i>SUSPENSO (SS) - FAIL</i>
<i>5,0 - 6,9</i>	<i>APROBADO (AP) - PASS</i>
<i>7,0- 8,9</i>	<i>NOTABLE (NT) - REMARKABLE</i>
<i>9,0 - 10</i>	<i>SOBRESALIENTE (SB) - OUTSTANDING</i>
<i>9,0 – 10</i>	<i>MATRÍCULA DE HONOR limitada ó 5% - HONORS</i>

## 6. BIBLIOGRAPHY

Material and recommended lectures will be given by the lectures during the course