



FACULTY OF COMMERCE & TOURISM  
UNIVERSITY COMPLUTENSE  
OF MADRID

## BACHELOR IN COMMERCE

<b>Course</b>	Business Simulation	<b>Code</b>	801963
<b>Module</b>	Complementary education	<b>Subject</b>	Complement to business activity
<b>Character</b>	Optional	<b>Credits</b>	6
<b>Curso</b>	3 th / 4 th	<b>Semester</b>	Second

<b>Department</b>	Department of Business Organization and Marketing
<b>Coordinator</b>	See list of Coordinators <a href="https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas">https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas</a>

## SYNOPSIS

BRIEF DESCRIPTION
By using a software application and ICT tools, students learn to make business and marketing decisions, as well as to integrate them into the overall strategy of the company.
PRE - REQUIREMENTS
Non
AIMS & OBJETIVES
LEARNING RESULTS
<ul style="list-style-type: none"> <li>• Have knowledge and understand the utility of computer tools applied to business management, specifically those focused in customer data management and ICTs associated.</li> <li>• Apply in a practical simulated environment different theoretical concepts learned during the degree regarding the different marketing mix elements (Market, Price, Product, Place and Promotion).</li> </ul>
CAPABILITIES

### General Capabilities

CG1 - Summarize and perform social and economic data relevant to the business activity.

CG2. Get communication, interpersonal cooperation and teamwork skills in order to interact correctly with all the agents involved in the marketing activity.

CG3 - Know and understand different cultural realities in order to develop international markets and adapt the different business strategies both to the consumer and to the society in which the company operates.

CG4. Understand and apply the mechanisms and techniques of planning, data analysis, negotiation, simulation, decision and control of the commercial relationships, based on the company's business strategy.

### Specific Capabilities:

CE17 - Learn the different tools used today into the business activity. New technologies such as customers databases, CRM's tools or business simulation softwares in order to choose and manage at any time the best tool available for a particular situation.

CONTENTS. Syllabus		
<ol style="list-style-type: none"><li>1. Introducing the business simulation game <b>SimBrand</b>.</li><li>2. Simulating business decision making on production, prices, communication and distribution.</li><li>3. Analysis and assessment of decision-making.</li><li>4. Business strategy and marketing mix reports</li><li>5. Reporting presentation</li></ol>		
TEACHING ACTIVITIES	HOURS	ATTENDANCE
<b>Classes</b>	45	100
<b>Guided activities</b>	27,5	55
<b>Assessment activities</b>	40	0
<b>Teamwork</b>	25	0
<b>Other activities:</b>	12,5	0
EVALUATION CRITERIA		
EVALUATION ACTIVITIES	% OF TOTAL GRADE	

<b>Oral or written exams</b>	40%
<b>Presentations</b>	30%
<b>Projects and reports</b>	20%
<b>Proactive participation in class</b>	10%

## RESOURCES

### BASIC BIBLIOGRAPHY

- CesimSimBrand Manual

### REFERENCE FOR FURTHER READING

- Hwang, H., Jung, T., & Suh, E. (2004). An LTV model and customer segmentation based on customer value: a case study on the wireless telecommunication industry. *Expert systems with applications*, 26(2), 181-188.
- Shankar, V., & Bolton, R. N. (2004). An empirical analysis of determinants of retailer pricing strategy. *Marketing Science*, 23(1), 28-49.
- Kalafatis, S. P., Tsogas, M. H., & Blankson, C. (2000). Positioning strategies in business markets. *Journal of Business & Industrial Marketing*, 15(6), 416-437.
- Choi, S. C., & Coughlan, A. T. (2006). Private label positioning: Quality versus feature differentiation from the national brand. *Journal of retailing*, 82(2), 79-93.
- X., & Chen, R. (2015). Competition, cooperation, and pricing: How mobile operators respond to the challenge of over-the-top. *International Journal of Marketing Studies*, 7(6), 1.

### Languages

Spanish and English

### Further information

#### ASSISTANCE

This course is based in team decision-making. Therefore attendance and participation of students in the classroom is a must. The failure in the assistance of one student, damages other team members. Consequently, only those students with assistance over 80% will be evaluated.

#### ASSESSMENT CRITERIA

- The evaluation system of the subject will be the same in all the calls, including the extraordinary one. In the case of failing in the ordinary call, the grades obtained during the development of the continuous evaluation will remain in force in the September call.
- If a student did not take the exam in a regular call, but did perform continuous assessment practices, the final grade should include the score obtained in those practices weighted by their weight in the final grade, and can't be considered as NOT PRESENTED.
- If a student does not take the final exam in the extraordinary call of September set by the Academic Secretariat, it will be considered as NOT PRESENTED in this call, regardless of whether or not the evaluation has been continuous. If the student did this exam, the grade will be obtained from

applying the percentages established in the teaching guide of the subject.

- In general, a minimum percentage of assistance is not established to be able to follow the continuous evaluation system. However, the professor may require a certain percentage of assistance to perform relevant teamwork.
- The final exam will be held exclusively on the date of the official call established by the Dean of the Faculty of Commerce and Tourism.
- Partial eliminatory exams are not allowed. The final exam must be about the complete program of the subject.
- A final exam is mandatory. It must be individual and in written format.
- The exam may consist of a test (at least 40 questions); development questions (timing of an hour); a practical case of application of all the subject program.
- To pass the subject the grade obtained in the final exam must be equal to or higher than 4.0.
- The practices that are done during the class, only score the attending students on the precisely day that are taken.
- The works proposed to perform in team, can only be delivered in this way (not individually).
- Assessment activities or teamwork can't be delivered out of the established schedule.

#### **OTHERS**

- The continuous evaluation process in the group in which he/she has being enrolled. Group changes are not allowed except those managed through the Student Secretariat.
- The use of mobile phones in the classroom is not allowed