



## Information about the subject

**Degree:** Official Master's Degree in Operations Management

**Faculty:** Faculty of Legal, Economic and Social Sciences

**Code:** 1670003 **Name:** Sales management and Marketing

**Credits:** 3,00 **ECTS Year:** 1 **Semester:** 1/2

**Module:** BUSINESS MANAGEMENT

**Subject Matter:** Sales and Marketing Management **Type:** Compulsory

**Field of knowledge:** Social and Legal Sciences

**Department:**

**Type of learning:** Classroom-based learning

**Languages in which it is taught:** Spanish

**Lecturer/-s:**

OPERA2 Isabel Moreno Cortes (**Profesor responsable**)

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## Module organization

### BUSINESS MANAGEMENT

| Subject Matter                              | ECTS | Subject  | ECTS | Year/semester |
|---|------|--|------|---------------|
| Strategy and Organisation                   | 3,00 | Strategy and Organisation                          | 3,00 | 1/2           |
| Personal Development and Human Capital      | 3,00 | Personal Development and Human Capital Development | 3,00 | 1/2           |
| Sales and Marketing Management              | 3,00 | Sales management and Marketing                     | 3,00 | 1/2           |
| Financial Management and Management Control | 6,00 | Financial Management and Management Control        | 6,00 | 1/2           |

## Prerequisites

OB

## Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:



## Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes

Granted  
percentage

Assessment method

### Observations

#### MENTION OF DISTINCTION:

The mention of “Honors” may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

### Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M2 Presentation of content by the teacher, analysis of competencies, explanation and demonstration of skills, abilities and knowledge in the classroom
- M3 Group work sessions supervised by the teacher. Study of real and fictional economic and business case studies. Meaningful knowledge construction through student interaction and activity. Critical analysis of values and social commitment.
- M4 Application of interdisciplinary knowledge
- M5 Supervised monographic sessions with shared participation
- M6 Personalised attention in small groups. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, assignments, etc.
- M7 Set of tests and/or written assignments used in the initial, formative or summative evaluation of the student.



LEARNING OUTCOMES

HOURS

ECTS

**TOTAL**

## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block

Contents

Temporary organization of learning:

Block of content

Number of sessions

Hours

## References