

**1. General information****Course:** APPLIED METHODS FOR BUSINESS ENVIRONMENT ANALYSIS**Code:** 310783**Type:** CORE COURSE**ECTS credits:** 6**Degree:** 2341 - MASTERS DEGREE PROGRAMME IN BUSINESS INITIATIVE:  
ANALYSIS AND STRATEGIES**Academic year:** 2021-22**Center:** 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL**Group(s):** 20**Year:** 1**Duration:** C2**Main language:** Spanish**Second language:****Use of additional  
languages:****English Friendly:** N**Web site:****Bilingual:** N**Lecturer:** MIGUEL ANGEL TARANCON MORAN - Group(s): 20

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**2. Pre-Requisites**

No previous requirements needed

**3. Justification in the curriculum, relation to other subjects and to the profession**

When considering a business initiative, it is necessary to start from the knowledge of the environment in which such an initiative is framed, especially the behaviour of the agents in this environment and the activity sector conditions. The course provides the student with the skills related to the understanding, handling and interpretation of quantitative techniques that allow the analysis of the information coming from the company environment from a practical approach. This will allow the student to have objective, evidence-based criteria to develop their strategies related to their business initiatives in a changing and uncertain environment.

**4. Degree competences achieved in this course****Course competences**

Code	Description
CB06	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
CB07	Apply the achieved knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the area of study
CB09	Know how to communicate the conclusions and their supported knowledge and ultimate reasons to specialized and non-specialized audiences in a clear and unambiguous way
CB10	Have the learning skills which allow to continue studying in a self-directed or autonomous way
E04	Ability to extract relevant information from the business economic environment, and to apply it to decision making.
E07	Ability to apply advanced quantitative analysis to the economic and business environment for the development of predictive methods for business decision making.
E08	Ability to evaluate the technical, strategic and commercial viability of business initiatives.
G01	Ability to communicate orally, and in writing in a clear and synthetic way using ICT
T02	Ability to work in a team, lead groups and cooperate in the realization of projects.

**5. Objectives or Learning Outcomes****Course learning outcomes****Description**

Know how to apply and interpret advanced quantitative techniques that help the entrepreneur to take decisions in relation to the environment with which he interacts, from a practical perspective

**6. Units / Contents****Unit 1:** Quantitative techniques applied to the knowledge of the company's environment before undertaking a business initiative.**Unit 2:** Techniques for reducing the size of information from the business environment. Application to the determination of relevant information.**Unit 3:** Classification techniques. Application to market segmentation.**Unit 4:** Microeconomic models. Application to the analysis of the environment agents decisions**Unit 5:** Perceptual mapping techniques. Application to the identification of business opportunities.**Unit 6:** Techniques for exploiting qualitative information from the company's environment.**7. Activities, Units/Modules and Methodology**

		Related Competences					
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Training Activity	Methodology	(only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Combination of methods	CB06 CB10	0.6	15	N		- Master class. - Bibliographic research. - Reading of articles and other written documents. - Viewing videos and other audiovisual files. For the blended-learning modality, the number of class hours of this activity is: 5.
Class Attendance (practical) [ON-SITE]	Combination of methods	CB06 CB07 CB10 E04 E07 E08	0.9	22.5	N		- Problem solving and exercises. - Case studies - Discussions through on-line forums. - Specialization seminars. For the blended-learning modality, the number of class hours of this activity is: 10.
Project or Topic Presentations [ON-SITE]	Combination of methods	CB09 G01 T02	0.1	2.5	Y	N	- Presentation of works, either in person or through the preparation of media files. For the blended-learning modality, the number of class hours of this activity is: 0.
Group tutoring sessions [ON-SITE]	Combination of methods	CB07 CB10 T02	0.2	5	N		- Individual and group tutorials, both face-to-face and virtual through videoconferencing, forums and online chats. For the blended-learning modality, the number of class hours of this activity is: 3.5.
Final test [ON-SITE]	Assessment tests	CB07 CB09	0.2	5	Y	N	
Writing of reports or projects [OFF-SITE]	Combination of methods	CB07 CB09 E04 E07 E08 T02	3	75	Y	N	- Learning through the preparation of individual and/or group work.
Study and Exam Preparation [OFF-SITE]	Self-study	CB06 CB07 CB10 E04 E07 E08	1	25	N		
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2</b>			<b>Total class time hours: 50</b>				
<b>Total credits of out of class work: 4</b>			<b>Total hours of out of class work: 100</b>				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	30.00%	100.00%	
Other methods of assessment	10.00%	0.00%	It refers to the presentation of the practical work to be done by the students. In case of half-attendance in the studies, this evaluation system will not be applied, and this percentage will be integrated in the "Projects" system.
Projects	60.00%	0.00%	Problem solving, exercises and case studies.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

#### Evaluation criteria for the final exam:

##### Continuous assessment:

The weighted score of the final test, the other assessment systems (if any), and the resolution of the case studies ("Projects") should add up to at least 5 out of 10.

##### Non-continuous evaluation:

The performance of the different training activities to be evaluated will be facilitated to students who cannot benefit from the system of continuous evaluation.

#### Specifications for the resit/retake exam:

In the resit/retake exam the student will be evaluated of all the competences associated to the different formative activities of the subject through the taking of a final test whose structure and composition will be communicated in advance by the lecturer.

#### Specifications for the second resit / retake exam:

In the second resit/retake exam the student will be evaluated of all the competences associated to the different formative activities of the subject through the taking of a final test whose structure and composition will be communicated in advance by the lecturer.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	15
Class Attendance (practical) [PRESENCIAL][Combination of methods]	22.5
Project or Topic Presentations [PRESENCIAL][Combination of methods]	2.5
Group tutoring sessions [PRESENCIAL][Combination of methods]	5
Final test [PRESENCIAL][Assessment tests]	5
Writing of reports or projects [AUTÓNOMA][Combination of methods]	75

Study and Exam Preparation [AUTÓNOMA][Self-study]	25
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Class Attendance (theory) [PRESENCIAL][Combination of methods]	15
Class Attendance (practical) [PRESENCIAL][Combination of methods]	22.5
Project or Topic Presentations [PRESENCIAL][Combination of methods]	2.5
Group tutoring sessions [PRESENCIAL][Combination of methods]	5
Writing of reports or projects [AUTÓNOMA][Combination of methods]	75
Final test [PRESENCIAL][Assessment tests]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	25
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Garrett Grolemond, Hadley Wickham	R for Data Science	O'Reilly Media, Inc.		978-14-9191038-2	2016	Con este libro se puede profundizar en el uso de R para análisis de datos
Francois Husson, Sebastien Le, Jérôme Pagès	Exploratory Multivariate Analysis by Example Using R	Chapman and Hall/CRC		9781138196346	2017	Este libro permite profundizar en algunas técnicas multivariantes con el paquete FactoMineR
Cabrer Borrás, Bernardí	Microeconometría y decisión	Pirámide		84-368-1537-8	2001	
Hair, J.F., Anderson, R.E., Tatham, R.L. y Black, W.C.	Análisis multivariante	Prentice Hall		978-84-8322-035-1	2010	
Uriel Jiménez, Ezequiel	Análisis multivariante aplicado con R	Paraninfo		978-84-283-2969-9	2017	