UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: PROFESSIONAL SEMINAR
Type: ELECTIVE
Degree: 2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND MARKETING
Center:
Year: 1
Main language: Spanish
Use of additional languages:
Web site:

Code: 310078
ECTS credits: 4.5
Academic year: 2023-24
Group(s): 40 10 30 20 41
Duration: C2
Second language: English
English Friendly: N
Bilingual: Y

Lecturer: MARIO JAVIER DONATE MANZANARES - Group(s): **40 10 30 20**

Building/Office	Department	Phone number	Email	Office hours
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Lecturer: Mª DIONISIA ELCHE HORTELANO - Group(s): **30**

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Lecturer: FATIMA GUADAMILLAS GOMEZ - Group(s): **41**

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Lecturer: JUAN FERNANDO LALLANA MORENO - Group(s): **40**

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Lecturer: MARIA CARMEN RUIZ AMAYA - Group(s): **40 10 30 20**

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Lecturer: AMARILDO ZANE --- - Group(s): **41**

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San Pedro Mártir/ 3.3.1.	ADMINISTRACIÓN DE EMPRESAS		Amarildo.Zane@uclm.es	

2. Pre-Requisites

Basic knowledge acquired in the subjects taught in the common module.

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

These seminars are aimed at making students aware of new trends in strategic management and marketing applied to the professional field.

4. Degree competences achieved in this course

Course competences

Code	Description
G02	Oral communication skills in Spanish and English for the presentation of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G05	Ability to work as a team in groups, and to cooperate in the implementation of projects, working papers, communications and scientific articles.
G07	Ability to understand the ethical responsibility and professional deontology of the activity of senior decision makers in the field of strategy, including aspects such as the recognition of human rights or gender issues
G09	Ability to develop an innovative and creative attitude applied to the solution of strategic and research problems
G10	Ability to manage research projects in practice and lead working groups in the field of strategy.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

To fit in work teams subjected to different contingencies.

To lead work teams in different contexts.

To motivate members of a work team, getting them involved and committed.

To promote a creative, empathic and constructive performance in a work team under your charge.

To socialize and make members of a work team to participate in specific organizational cultures.

6. Units / Contents

Unit 1: DEVELOPMENT OF MANAGEMENT SKILLS

Unit 2: APPLICATION OF NEW STRATEGIES

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Workshops or seminars [ON-SITE]	Role Plays	G02 G05 G07 G09 G10	1	25	Y	N	
Individual tutoring sessions [ON-SITE]	Group tutoring sessions	G02	0.25	6.25	Y	N	
Progress test [ON-SITE]	Assessment tests	G02 G05	0.25	6.25	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study		3	75	Y	N	
		Total:	4.5	112.5			
		Total credits of in-class work: 1.5				Total class time hours: 37.5	
		Total credits of out of class work: 3				Total hours of out of class work: 75	

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
Other methods of assessment	50.00%	100.00%	Assigments od activities/reports for each of the sessions of the subject
Assessment of active participation	50.00%	0.00%	Development of practical activities in the different sessions and assessment of the student's participation
Total:	100.00%	100.00%	

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 quality of the reports will be assessed, along with the attendance and participation of the students in the classroom.

Non-continuous evaluation:

The realization of different evaluable training activities will be facilitated to the student who cannot take advantage of the continuous evaluation system.

Specifications for the resit/retake exam:

In the resit/retake exam, the student will be evaluated of all the competences associated with the different training activities of the subject by taking a final test, the structure and composition of which will be communicated sufficiently in advance by the teacher.

Specifications for the second resit / retake exam:

No specifities are considered for the second retake exam.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours	hours
Workshops or seminars [PRESENCIAL][Role Plays]	25
Individual tutoring sessions [PRESENCIAL][Group tutoring sessions]	6.25
Progress test [PRESENCIAL][Assessment tests]	6.25
Study and Exam Preparation [AUTÓNOMA][Self-study]	75

Global activity

Activities	hours
Individual tutoring sessions [PRESENCIAL][Group tutoring sessions]	6.25
Progress test [PRESENCIAL][Assessment tests]	6.25
Study and Exam Preparation [AUTÓNOMA][Self-study]	75
Workshops or seminars [PRESENCIAL][Role Plays]	25
	Total horas: 112.5

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
	Los materiales para cada una de las sesiones se subirán a Moodle (Specific materials for the sessions					

will be uploaded to Moodle)