

OPTIONS TRAINING

THIRD & FOURTH YEAR

Campus CEADE, Isla de la Cartuja. Sevilla.

DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION

OPTIONS TRAINING

Advanced Management Accountancy

Company Viability, Financial Planning and Valuation

Quality Management

Commercial Control Techniques

Consumer Behaviour

Sectorial Marketing

QUALITY MANAGEMENT

1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
Subject	Quality Management
Module	Company Organization
Department	Social and Health Science
Semester	First Semester
Total Credits	6
Year	3 rd - 4 th
Type	Options Training
Language in classroom	Spanish

2. SKILLS

2.13. BASIC AND GENERAL SKILLS

CGI1 – Ability to analyse and synthesise
 CGI2 – Ability to organise and plan
 CGI7 - Problem solving skills
 CGI8 - Decision making skills
 CGI9 - Skills for analysing and gathering information from different sources
 CGP1 - Team working skills
 CGP3 - Working in an international context
 CGP4 - Social skills
 CGP6 - Judgement skills as well as the ability to question yourself
 CGP8 - Working under pressure
 CGS3 - Autonomous learning skills
 CGS4 - Creativity
 CGS5 - Quality motivation
 CGS6 - Skill to adapt to new situations
 CGS8 - Leadership

2.14. CROSS SKILLS

- CT1 - Written and oral communication in Spanish
- CT2 - Written and oral communication in a foreign language
- CT3 - Initiative and entrepreneurial spirit
- CT4 - Computer skills related to the field of study
- CT5 - Skill to work in diverse and multicultural environments
- CT6 - Ethical commitment in the workplace
- CT7 - Sensitivity towards environmental and social issues
- CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

2.15. SPECIFIC SKILLS

- CE01 - Drawing up of a diagnosis of the company's situation and results, identifying and diagnosing business problems and offering thought-out solutions.
- CE02 - Applying different problem solving methods to programming and to problems with production control and simple logistics by using basic models.
- CE04 - Performing the basic functions which make up the administration process: planning, managing, organization and control.
- CE05 - Understanding the most relevant perspectives in the study of organizations.
- CE06 - Understanding and applying the main current strategic thinking lines, the role competition plays and the search for competitive advantage; understanding the roots of business success and failure, having a profound knowledge of the concepts and tools used in the formulation and development of a strategy.
- CE07 - Understanding and applying good governance principles, social corporate responsibility and business ethics.
- CE08 - Managing the company's innovation process
- CE09 - Understanding and using principles and techniques related to entrepreneurial initiative and family business.
- CE10 - Having a knowledge of and applying quality management techniques and tools and certification processes
- CE11 - Determining objectives and policies, and planning human resources: analysis, valuation and planning of jobs, personnel selection, personnel training, executive development, degree planning, payments and incentive plans.
- CE12 - Having a knowledge of information systems and their functions to help management: planning, analysis, design and implementation of information systems.

3. CONTENT

The main techniques and tools in quality management as well as the certification process, according to norm ISO 9001. Applying statistics and problem solving methods in the quality improvement process of organizations. Managing an internal change in the organization by using positive leadership, team work and defining the concept of internal and external customer. Identifying the certification processes by making use of synergies based on standards for the implementation of integrated management systems.

ADVANCED MANAGEMENT ACCOUNTANCY

1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
Subject	Advanced Management Accountancy
Module	Account and Finance
Department	Social and Health Science
Semester	First Semester
Total Credits	6
Year	4 th
Type	Options Training
Language in classroom	Spanish

2. SKILLS

2.16. BASIC AND GENERAL SKILLS

CGI1 – Ability to analyse and synthesise
 CGP6 - Judgement skills as well as the ability to question yourself
 CGS3 - Autonomous learning skills
 CGS5 - Quality motivation

2.17. CROSS SKILLS

CT1 - Written and oral communication in Spanish
 CT2 - Written and oral communication in a foreign language

2.18. SPECIFIC SKILLS

CE15 - Designing an account management system, interpreting, using and analysing the information coming from the system implemented for managing the organizations.

3. CONTENT

Management control techniques in decision making and continuous improvement within a company.

COMMERCIAL CONTROL TECHNIQUES

1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
Subject	Commercial Control Techniques
Module	Management and Research
Department	Social and Health Science
Semester	First Semester
Total Credits	6
Year	4 th
Type	Options Training
Language in classroom	Spanish

2. SKILLS

2.19. BASIC AND GENERAL SKILLS

CGI1 – Ability to analyse and synthesise
 CGI2 – Ability to organise and plan
 CGI7 - Problem solving skills
 CGI8 - Decision making skills
 CGI9 - Skills for analysing and gathering information from different sources
 CGP1 - Team working skills
 CGP4 - Social skills
 CGP6 - Judgement skills as well as the ability to question yourself
 CGP8 - Working under pressure
 CGS3 - Autonomous learning skills
 CGS4 - Creativity
 CGS5 - Quality motivation
 CGS6 - Skill to adapt to new situations
 CGS8 - Leadership

2.20. CROSS SKILLS

CT1 - Written and oral communication in Spanish
 CT2 - Written and oral communication in a foreign language
 CT4 - Computer skills related to the field of study
 CT5 - Skill to work in diverse and multicultural environments
 CT6 - Ethical commitment in the workplace
 CT7 - Sensitivity towards environmental and social issues
 CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

2.21. SPECIFIC SKILLS

CE03 - Using commercial variables which allow the achievement of the desired objectives, mastering commercial research techniques, understanding consumer behaviour and having a knowledge of sectorial marketing.

3. CONTENT

Commercial/ trade information systems. Quantitative and qualitative commercial research methods and techniques. Types, segmentation, dynamics and market prospects.

CONSUMER BEHAVIOUR

1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
Subject	Consumer Behaviour
Module	Management and Research
Departament	Social and Health Science
Semester	Second Semester
Total Credits	6
Year	3 rd -4 th
Type	Options Training
Language in classroom	Spanish

2. SKILLS

2.22. BASIC AND GENERAL SKILLS

- CGI1 – Ability to analyse and synthesise
- CGi2 – Ability to organise and plan
- CGI7 - Problem solving skills
- CGI8 - Decision making skills
- CGI9 - Skills for analysing and gathering information from different sources
- CGP1 - Team working skills
- CGP4 - Social skills
- CGP6 - Judgement skills as well as the ability to question yourself
- CGP8 - Working under pressure
- CGS3 - Autonomous learning skills
- CGS4 - Creativity
- CGS5 - Quality motivation
- CGS6 - Skill to adapt to new situations
- CGS8 - Leadership

2.23. CROSS SKILLS

- CT1 - Written and oral communication in Spanish
- CT2 - Written and oral communication in a foreign language
- CT4 - Computer skills related to the field of study
- CT6 - Ethical commitment in the workplace
- CT7 - Sensitivity towards environmental and social issues
- CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

2.24. SPECIFIC SKILLS

- CE03 - Using commercial variables which allow the achievement of the desired objectives, mastering commercial research techniques, understanding consumer behaviour and having a knowledge of sectorial marketing.

3. CONTENT

Market. Consumer. Individual purchasing behaviour. Collective purchasing behaviour. Consumer decision process. Determining factors in consumer behaviour: psychological, sociological, economic, others. Consumer behaviour models. Psychosocial meaning and influence of consumerism. Need. Desire. Demand. Value. Satisfaction. Induced reaction. Consumer market. Industrial market.

SECTORIAL MARKETING

1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
Subject	Sectorial Marketing
Module	Management and Research
Department	Social and Health Science
Semester	Second Semester
Total Credits	6
Year	3 rd -4 th
Type	Options Training
Language in classroom	Spanish

2. SKILLS

2.25. BASIC AND GENERAL SKILLS

CGI1 – Ability to analyse and synthesise
 CGI2 – Ability to organise and plan
 CGI7 - Problem solving skills
 CGI8 - Decision making skills
 CGI9 - Skills for analysing and gathering information from different sources
 CGP1 - Team working skills
 CGP4 - Social skills
 CGP6 - Judgement skills as well as the ability to question yourself
 CGP8 - Working under pressure
 CGS3 - Autonomous learning skills
 CGS4 - Creativity
 CGS5 - Quality motivation
 CGS6 - Skill to adapt to new situations
 CGS8 - Leadership

2.26. CROSS SKILLS

CT1 - Written and oral communication in Spanish
 CT2 - Written and oral communication in a foreign language
 CT4 - Computer skills related to the field of study

CT6 - Ethical commitment in the workplace
 CT7 - Sensitivity towards environmental and social issues
 CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

2.27. SPECIFIC SKILLS

CE03 - Using commercial variables which allow the achievement of the desired objectives, mastering commercial research techniques, understanding consumer behaviour and having a knowledge of sectorial marketing.

4. CONTENT

Consumer Marketing. Industrial marketing. Service marketing. Non profitable marketing. Political marketing. Sports marketing.

COMPANY VIABILITY, FINANCIAL PLANNING AND VALUATION

1. SUBJECT DESCRIPTION

Degree	Business Management and Administration
Subject	Company Viability, Financial Planning and Valuation
Module	Account and Finance
Departament	Social and Health Science
Semester	First Semester
Total Credits	6
Year	3 rd -4 th
Type	Options Training
Language in classroom	Spanish

2. SKILLS

2.28. BASIC AND GENERAL SKILLS

- CGI1 – Ability to analyse and synthesise
- CGi2 – Ability to organise and plan
- CGP1 - Team working skills
- CGP3 - Working in an international context
- CGP6 - Judgement skills as well as the ability to question yourself
- CGP8 - Working under pressure
- CGS3 - Autonomous learning skills
- CGS8 - Leadership

2.29. CROSS SKILLS

- CT1 - Written and oral communication in Spanish
- CT2 - Written and oral communication in a foreign language
- CT4 - Computer skills related to the field of study
- CT8 - Acting in accordance with social responsibility criteria and the principles of equality between men and women and of equal opportunities and universal accessibility for people with disabilities, as well as those values which belong to peace and democratic cultures.

2.30. SPECIFIC SKILLS

- CE16 - Drawing up and interpreting reports about liquidity, profitability and solvency in organizations based on their financial statements.
- CE20 - Carrying out the company's financial management function: selecting investment projects and finance sources, having a knowledge of the workings of the national and international financial markets, carrying out financial operations in the business fields, carrying out integrated operations in the corporate financial field, interpreting a company's financial and stock exchange information.

3. CONTENT:

Viability and financial planning studies. Company valuation.