

Academic Year: (2019 / 2020)

Review date: 22-04-2020

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: MORCILLO BELLIDO, JESUS

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No prerequisites

OBJECTIVES

Specific competences:

- Understand the Sales-Distribution process and apply its basic methods and techniques.
- Analyze the impact and opportunities arising from electronic commerce and its implications on potential conflicts between channels.
- Understand the Economic-Administrative process and its relationships.
- Analyze and interpret the accounting information: Balance and Income Statement, and information related to costs.
- Know the ABC cost systems.
- Understand the relationship between financing and investment decisions and the creation of value.

DESCRIPTION OF CONTENTS: PROGRAMME

(Updated 2019-20).

Introduction to sales and distribution management.

Strategic and operational marketing

Design and management of the sales structure.

Distribution channels. Order management

Electronic Commerce

Economic-Administrative Process.

Analysis and interpretation of accounting information. Main financial statements: Balance sheet, income statement.

Cost accounting. Activity-based costs (ABC)

Financing and investment

Creation of companies and entrepreneurial initiative (¿Entrepreneurship¿).

ASSESSMENT SYSTEM

Continuous evaluation: 40%

Final exam: 60%

There is the condition of obtaining a minimum grade of 4 in the continuous assessment to pass the subject in the ordinary call.

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- Brealy, R; Myers, S; Marcus, A Fundamentals of Corporate Finance, McGraw-Hill, 2010
- Kotler P Marketing, Pearson, 2017

