



**Universidad de Jaén**

FACULTY OF SOCIAL AND LEGAL SCIENCES

## **Business simulation**

2024-2025

Grado en Administración y dirección de empresas  
Grado en Administración y Dirección de Empresas / Bachelor's Degree in Business  
Administration and Management

CREA

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# Syllabus 2024-25 - 11123009 - Business Simulation (Simulación empresarial)

## Caption

- Level 1: Tutorial support sessions, materials and exams in this language
- Level 2: Tutorial support sessions, materials, exams and seminars in this language
- Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

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**DEGREE:** Grado en Administración y dirección de empresas  
**FACULTY:** FACULTY OF LAW AND SOCIAL SCIENCES  
**ACADEMIC YEAR:** 2024-25  
**COURSE:** Business Simulation

## SYLLABUS

### 1. COURSE BASIC INFORMATION

NAME: Business Simulation

CODE: 11123009

ACADEMIC YEAR: 2024-25

LANGUAGE: English

LEVEL: 3

ECTS CREDITS: 6.0

YEAR: 4

SEMESTER: SC

### 2. LECTURER BASIC INFORMATION

NAME: MILLÁN LIÉBANA, MARÍA ELENA

DEPARTMENT: U137 - ECONOMÍA FINANCIERA Y CONTABILIDAD

FIELD OF STUDY: 230 - ECONOMÍA FINANCIERA Y CONTABILIDAD

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E-MAIL: mmillan@ujaen.es

P: -

WEBSITE: -

ORCID: -

LANGUAGE: -

LEVEL: 3

### 3. CONTENT DESCRIPTION

#### Presentation of the Simulation Experience.

Description of the Simulation Environment and Activities to be Conducted in the Course.

#### Setting Long-term Goals and Developing Strategies.

- Determination of the infrastructure for the simulated company.
- Determination of basic financing for the simulated company.
- Differentiation between structural and situational decisions.

#### Analysis of the Company's Accounting Information

##### Management of the Marketing Area

- Strategic marketing objectives for the simulated company.
- Determination of marketing mix variables for each simulation period.
- Planning and control of the marketing area.
- Media planning.

##### Management of the Production and Purchasing Area.

- Strategic objectives of the production area.
- Determination of operational variables for the production area.
- Planning and control of the production area.
- Planning and control of the purchasing area.

##### Quality and Innovation Management.

- Positioning in quality and costs.
- R&D&I policy.
- Quality control and quality costs.

##### Management of the Financial Area.

- Financial evolution of the company.

- Planning and control of the financial area.

#### Management of the HR Area.

- Planning and control of the Human Resources area.

### 4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

The philosophy applied to teaching in the "Business Simulation" course is learning by doing. Specifically, activities will be conducted in a business simulation environment and through role-playing.

During the first class sessions, the instructor will present the simulation experience and the characteristics of the course.

Following the presentation of the simulation experience, students will work in groups, representing the management teams of various fictional companies within the same industry. These teams will make decisions regarding the management of their company, competing against each other to achieve the best possible results. Periodically, students will be provided with the outcomes of their decisions, and based on these results, they will need to make subsequent decisions.

Additionally, students will be required to present reports analyzing specific aspects of the results obtained. For this purpose, the instructor will demonstrate the tasks using data from a sample company. Moreover, students will need to make decisions for managing the next simulation period of their companies.

Group presentations will be conducted in class, during which students will report on the progress of their companies, allowing for discussion of decision-making ideas. SWOT analysis, economic-financial analysis, results, etc., will be discussed to promote class-wide debate.

Students with special educational needs should contact the Student Attention Service (Servicio de Atención y Ayudas al Estudiante) in order to receive the appropriate academic support

### 5. ASSESSMENT METHODOLOGY

The evaluation for the ordinary exam II will be carried out continuously, as indicated in article 13 b of the Regulations of Academic Regime and Evaluation (RRAE) of the Students of the University of Jaén. This evaluation will be based on two aspects:

- The mark that is obtained from the earnings achieved in the simulation experience: 50%.
- Evaluation of the reports on the main variables of the simulated company that is submitted by the students periodically: 50%.

For the assessment in the extraordinary calls, section b above will be replaced by a written test.

To take part in any exam call (both the ordinary and the extraordinary call), it is necessary having participated in the simulation experience, which is considered a compulsory practical activity in order to pass the subject, according to the article 18.4 of the RRAE.

### 6. BOOKLIST [f5 WYqg'h YVJ'c\] fUd\ mjb'h Y @VfUfmiWUJc\] Ł](#)

#### MAIN BOOKLIST:

- Business Process Modeling, Simulation and Design [electronic resource] Laguna, Manuel.. Edition: 1st edition. Author: Laguna, Manuel, author.. Publisher: Pearson ([Library](#))
- Business Statistics for Competitive Advantage with Excel 2016 [electronic resource] : Basics, Model Building, Simulation and Cases by Cynthia Fraser.. Edition: 1st ed. 2016.. Author: Fraser, Cynthia. author.. Publisher: Springer International Publishing ([Library](#))
- Introduction to business analytics using simulation Jonathan P. Pinder, School of Business, Wake Forest University, Winston-Salem, NC, United States.. Edition: -. Author: Pinder, Jonathan P., author.. Publisher: Elsevier ([Library](#))

#### ADDITIONAL BOOKLIST:

- Business risk and simulation modelling in practice : using Excel, VBA and @RISK Michael Rees.. Edition: 1st edition. Author: Rees, Michael, 1964- author.. Publisher: Wiley ([Library](#))
- Enterprise and Organizational Modeling and Simulation [electronic resource] : 15th International Workshop, EOMAS 2019, Held at CAiSE 2019, Rome, Italy, June 3-4, 2019, Selected Papers edited by Robert Pergl, Eduard Babkin, Russell Lock, Pavel Malyzhenkov, Vojtěch Merunka.. Edition: 1st ed. 2019.. Author: International Workshop, EOMAS (15th : 2019 : Rome, Italy), issuing body.. Publisher: Springer International Publishing ([Library](#))
- Interactive Modeling and Simulation in Business System Design [electronic resource] by Ella Roubtsova.. Edition: 1st ed. 2016.. Author: Roubtsova, Ella. author.. Publisher: Springer International Publishing ([Library](#))

### 7. SUSTAINABLE DEVELOPMENT GOALS

Igualdad de género

Energía asequible y no contaminante

Trabajo decente y crecimiento económico

Industria, innovación e infraestructura  
 Producción y consumo responsables  
 Alianzas para lograr objetivos

## DETAILED INFORMATION

**Through the Business Simulation course, we aim to achieve certain Sustainable Development Goals (SDGs) that will be addressed during all sessions in the simulator by working on each of the various departments of our model company.**

### **Goal 5: Gender Equality. Achieve gender equality and empower all women and girls.**

- **5.5** Ensure women's full and effective participation and equal opportunities for leadership at all decision-making levels in political, economic, and public life.
- **5.b** Enhance the use of enabling technology, particularly information and communications technology, to promote the empowerment of women.

### **Goal 7: Affordable and Clean Energy. Ensure access to affordable, reliable, sustainable, and modern energy for all.**

- **7.3** By 2030, double the global rate of improvement in energy efficiency.
- **7.a** By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency, and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.
- **7.b** By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, particularly least developed countries, small island developing states, and landlocked developing countries, in accordance with their respective programs of support.

### **Goal 8: Decent Work and Economic Growth. Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.**

- **8.2** Achieve higher levels of economic productivity through diversification, technological upgrading, and innovation, including through a focus on high-value-added and labor-intensive sectors.
- **8.3** Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro-, small-, and medium-sized enterprises, including through access to financial services.
- **8.8** Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, particularly women migrants, and those in precarious employment.

### **Goal 9: Industry, Innovation, and Infrastructure. Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.**

- **9.4** By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.
- **9.5** Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, particularly developing countries, including by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.

### **Goal 12: Responsible Consumption and Production. Ensure sustainable consumption and production patterns.**

- **12.6** Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

### **Goal 17: Partnerships for the Goals. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.**

- **17.11** Significantly increase the exports of developing countries, in particular with a view to doubling the share of least developed countries in global exports by 2020.

## 8. VIRTUAL / CLASSROOM TEACHING SCENARIO

### 1- TEACHING METHODOLOGY AND TRAINING ACTIVITIES

If the number of students and the capacity of the assigned spaces allow it, the teaching activities will be face-to-face, with no changes in the teaching activities with respect to the face-to-face scenario.

In the event that the number of students exceeds the capacity, classes will be taught face-to-face to small groups of students that do not exceed the capacity. The group with the right to attend classes in person will rotate on a weekly basis. For the rest of the students, the class will be retransmitted by videoconference if the necessary means are available. The number of students per group will be determined by the Faculty of Social and Legal Sciences according to the number of students enrolled and the capacity of the assigned spaces. It is estimated that this percentage may vary between 25% and 50% of the students in the subject.

## 2- EVALUATION SYSTEM

The changes that would be implemented in the evaluation system would be the following:

- a) The activities to be carried out in the practical classes of the subject will continue to be carried out in that timetable, although they may be done in person (by students whose group receives face-to-face teaching that week) or telematically (by students who do not have face-to-face teaching that week).
- b) In the case of the final exams of the extraordinary call, they will preferably be taken face-to-face. However, if it is not possible to take them in person, they will be taken telematically, and students will have to record the exam, which they will take using Google Meets.

## 3. RESOURCES

The following resources will be necessary to carry out the aforementioned teaching and assessment activities:

- a) Audiovisual retransmission system of the theoretical and practical classes.
- b) Students will need to have the computer and telecommunications resources to be able to view the broadcast classes.
- c) Communication between teaching staff and students will be carried out using the systems used at the University of Jaén, in particular the virtual teaching platform (PLATEA platform) of the University, and the Google suite.

## 9. VIRTUAL TEACHING SCENARIO

### 1- TEACHING METHODOLOGY AND TRAINING ACTIVITIES

The lectures will be explained telematically.

### 2- EVALUATION SYSTEM

The changes that would be implemented in the evaluation system would be the following:

- a) The activities to be carried out in the practical classes of the subject will continue to be carried out in the same timetable, although they will be carried out telematically.
- b) The group of students will have to record a video file with the presentation of the report they have to present.
- c) The final exams will be carried out telematically, under the same conditions set out in point b).

### 3. RESOURCES

In order to carry out the teaching and assessment activities mentioned above, the following resources will be necessary:

- a) Audiovisual retransmission system of the theoretical and practical classes.
- b) Students will need to have the computer and telecommunications resources to be able to view the broadcast classes, as well as to be able to record the corresponding videos.
- c) Communication between teaching staff and students will be carried out using the systems used at the University of Jaén, in particular the University's virtual teaching platform (PLATEA platform) and the Google suite.

## DATA PROTECTION CLAUSE (on line exams)

**Institution in charge of data processing:** Universidad de Jaén, Campus Las Lagunillas, s/n, 23071 Jaén

**Data Protection Delegate:** dpo@ujaen.es

**Purpose:** In accordance with the Universities Law and other national and regional regulations in force, carrying out exams and assessment tests corresponding to the courses students are registered in. In order to avoid frauds while sitting the exam, the exam will be answered using a videoconference system, being able the academic staff of the University of Jaén to compare and contrast the image of the person who is answering the exam with the student's photographic files. Likewise, in order to provide the exam with evidential content for revisions or claims, in accordance with current regulation frameworks, the exam will be recorded and stored.

**Legitimacy:** compliance with legal obligations (Universities Law) and other national and regional regulations currently in force.

**Addressees:** service providers who are the owners of the platforms where the exams are carried out and with whom the University of Jaén has signed the corresponding data access contracts.

**Storage periods:** those established in current in force regulations. In the specific case of exam videoconference recordings, not before the examination records and transcripts are closed or the exam can still be reviewed or challenged.

**Rights:** you can exercise your right of access, amendment, cancellation, opposition, suppression, limitation and portability by sending a letter to the postal or electronic address indicated above. In the event that you consider that your rights have been violated, you may submit a complaint to the Andalusian Council for Transparency and Data Protection [www.ctpdandalucia.es](http://www.ctpdandalucia.es)

## CLASS RECORDING CLAUSE PERSONAL DATA PROTECTION

**Person in charge:** Universidad de Jaén, Paraje Las Lagunillas, s/n; Tel.953 212121; [www.ujaen.es](http://www.ujaen.es)

**Data protection delegate (DPO):** TELEFÓNICA, S.A.U. ; Email: [dpo@ujaen.es](mailto:dpo@ujaen.es)

**Procedure aim:** To manage proper recordings of teaching sessions with the aim of facilitating learning process under a multimodal and/or online teaching

**Period for record storage:** Images will be kept during legal term according to regulations in force

**Legitimacy:** Data will be managed according to legal regulations (Organic Law 6/2001, December 21, on Universities) and given consent provided by selecting corresponding box in legal admission documents

**Data recipients (transfers or assignments):** Any person allowed to get access to every teaching modality

**Rights:** You may exercise your rights of access, rectification, cancellation, portability, limitation of processing, deletion or, where appropriate, opposition. To exercise these rights, you must submit a written request to the Information, Registration and Electronic Administration Service of the University of Jaen at the address above, or by e-mail to the address above. You must specify which of these rights you are requesting to be satisfied and, at the same time, you must attach a photocopy of your ID card or equivalent identification document. In case you act through a representative, legal or voluntary, you must also provide a document that proves this representation and identification. Likewise, if you consider that your right to personal data protection has been violated, you may file a complaint with the Andalusian Data Protection and Transparency Council [www.ctpdandalucia.es](http://www.ctpdandalucia.es)

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