Academic Guide

Course

Degree in Marketing and Sales Management (DMSM)

Academic Year 2014 /2015

<table>
<thead>
<tr>
<th>Campus:</th>
<th>Pozuelo (Madrid)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professors</td>
<td>Daniel del Castillo Soto</td>
</tr>
<tr>
<td>Academic Period:</td>
<td>1º Semestre</td>
</tr>
<tr>
<td>Year</td>
<td>4</td>
</tr>
<tr>
<td>Type:</td>
<td>BASIC</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Credits ECTS:</td>
<td>30</td>
</tr>
<tr>
<td>Classes per week:</td>
<td>2 hours</td>
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</table>

Department

ECONOMICS

Last update: june 2014
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Econometrics
1. Teachers’ Contact details

Daniel del Castillo Soto daniel.delcastillo@esic.edu

2. General Description of the subject

Econometrics puts an end to the quantitative formation of the students of marketing and sales management. The observation of the reality and the need to make decisions using equations, causal methodology and simplifying reality. Throughout the specification and estimation of structural equations, previously contrasted. Mathematical, Statistics and Economics come together to make decisions.

3. Statement of course goals & list of student learning outcomes

Teaching students manage the estimating equations by the method of ordinary least squares, contrast and predict business situations. Verification of the basic assumptions of the general linear model to check the verification of a good structural modeling and resolutions of special problems in specification and estimation.

4. Competences

Basic competences

CT01 Capacity for analysis and synthesis.
CT02 Oral and written language.
CT06 Ability to analyze, search and discriminate information from different sources.
CT07 Capacity flowcharting and extrapolation
CT08 Ability to solve problems.
CT09 Capacity to make decisions.

Personal Skills

Econometrics
CT11 Motivation for quality and rigor at work.
CT12 Creativity, initiative and entrepreneurship.
CT13 Ability to work in teams and communication fluency.
CT14 Interdisciplinary team.
CT15 Working in an international context.
CT16 Skill in personal relationships.
CT17 Ability to work in diverse and multicultural environments: recognition and respect for diversity.
CT18 Critical Thinking Ability.
CT19 Ethical commitment at work.
CT20 Working under pressure.

Systemic Skills

CT22 Adapting to new situations.
CT23 Creativity
CT24 Leadership
CT25 Initiative and entrepreneurship
CT26 Motivation for quality.
CT27 Sensitivity to environmental and social issues.

Practical Skills

CE22 Apply knowledge in practice.
CE23 Research capability.
CE24 Design and project management.
CE25 Capacidad for the dissemination of economic and business issues.

Specific skills - personal

CE06 Ability to analyze economic policy instruments
CE07 Knowledge and analysis of the behavior of economic agents.
CE15 Ability to analyze business strategy, objectives and trade policies.

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Specific Competences: C.E.

CE01.- Ability to manage and administer the marketing function of a business.
CE02.- Ability to integrate into the functional area of marketing a business
CE04.- Ability to issue advisory reports on specific situations of companies and markets
CE05.- Ability to draft comprehensive management projects or functional areas of the company relating to the field of marketing and market research.
CE08.- Ability to select and use computer applications necessary for diagnosis and business analysis as well as for application in marketing management in the company.
CE10.-Ability to conduct strategic marketing planning.
CE11.- Ability to correctly identify and analyze the factors that influence consumer behavior from the perspective of marketing.
CE13.- Ability to make marketing decisions in specific areas of activity.
CE18.- Ability to manage the sales function in organizations.
CE19.- Ability to apply theoretical, methodological and technical (marketing and market research) together knowledge, acquired through training, teamwork and developing the skills of a professional marketing and market research.

5. Training

Distribution of the working times

<table>
<thead>
<tr>
<th>Class hours</th>
<th>Outside class hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>60</td>
</tr>
</tbody>
</table>

5.1 Study plan

- 1- Preparation of the theoretical. Lectures and exercises of various cases that illustrate the different models and methods in the course syllabus. This is to give students some theoretical and practical content later apply new proposed exercises.

Econometrics
2- Individual assignments. Activity on microeconomic analysis of companies and readings given current articles in newspapers and magazines related to the subject and to illustrate the syllabus taught in the art.

3- Group work. Jobs and Internships at analysis group proposed cases. Analysis and sharing of work

5- Academic tutoring. Students may meet individually and / or in a group with the teacher on a regular basis to report on progress of the work you and the teacher guide them and resolve doubts
5.2 Teaching Methodology
   MD1- Theoretical classes
   MD2- Practical classes
   MD3- Tutorials

6. Grading Procedures
The evaluation system of continuous assessment is the degree in which school attendance is compulsory and to be entitled to it, implies a minimum attendance rate of 70%.

Sistema de Evaluación:
SEE1 Individual works 10%
SEE2 Workgroups 30%
SEE3 Theoretical test 30%
SEE4 Practical test 30%

<table>
<thead>
<tr>
<th>Evaluation Part</th>
<th>Total Weight</th>
<th>Breakdown</th>
<th>Type</th>
<th>Grading Procedures</th>
<th>Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclass test</td>
<td>60%</td>
<td>60%</td>
<td>Theoretical and practical</td>
<td>SSE3 SSE4</td>
<td>Subject was released with six in each event, passing the first test.</td>
</tr>
<tr>
<td>Course work</td>
<td>30%</td>
<td>30%</td>
<td>Workgroup</td>
<td>SSE2</td>
<td>Worked out of class and advocacy in the classroom</td>
</tr>
<tr>
<td>Course participation</td>
<td>10%</td>
<td>10%</td>
<td>Individual work</td>
<td>SSE1</td>
<td>Worked out of class</td>
</tr>
<tr>
<td>Final Exam</td>
<td>60%</td>
<td>60%</td>
<td>Theoretical and practical</td>
<td>SSE3 SSE4</td>
<td>Applies continuous assessment call Ordinary and Extraordinary</td>
</tr>
</tbody>
</table>

Econometrics
• The student can pass the subject, and shall not take the final exam, if it meets the average less than 6 points in each of voluntary testing.

• A student who does not release the subject of continuous assessment must take the final exam, which call both the ordinary and the extraordinary will have a rating of 60% of the final grade, plus 40% applied to the total score for the rest of continuous assessment (compulsory work and active participation).

• Students who have an attendance of less than 70% are not entitled to continuous assessment, are valued over 60% of the final exam, both in the call ordinary and the extraordinary.

• All those students repeating the course and are exempt from compulsory attendance, assessment will be by the Final Exam which involve weighting if 100% of the final grade.

• To overcome the Subject is a must have submitted and approved Obligatory Work, and obtained in an assessment Voluntary Written Tests least 5 out of 10 points for both the ordinary call to the extraordinary.

Attendance must be at least by 70% to get continuous assessment. There is a bonus or penalty as explains the principal Esic Academic Guide for all the subjects.

**a. Voluntary Written Tests: E.1**

Two tests will develop during the semester with the following format:

• Develop during the class hours for the subject.

• It will ensure that each of the tests occupy about half of the program.

Each test will value about 10 points and the student must demonstrate in that dominates the subject in each part to be examined. In these tests must be scored in at least 80% of the questions.

The review of these assessment tests will be performed in class by correcting the same, with no individual review.

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b. Mandatory work: E.2

The students, in groups, will develop during the course a compulsory work consisting of the analysis of economic topic, to be determined by the teacher, according to the agenda. Work to be done as a team, for no more than three students, previously reported by the teacher of the subject of the composition of the group.

It will assess the content and the presentation of the work.

c. Active Participation: E.3

A proposal by the teacher, will consider undertaking volunteer work in the way it is determined on topics related to the subject. This work will be requested during the semester.

Also, the teacher will assess the student's active participation in the development of the subject both in his attitude in the class (participation, attitude, etc.)

d. Final Exam

Continuous assessment applies to both official calls for final exam: ordinary and extraordinary, so that the weighting of the final grade of the student will be in both cases 60%. The exception applies only to those students repeating the course and exempt from attendance, in which case the final assessment of the examination will be 100%.

Structure of final exam:

It will consist of 4 questions to develop for 2 hours. The test was assessed on 10 points and the student must demonstrate mastery of the subject and have the basic knowledge on the same.
7. Subject Program

a. Course Detail

LESSON 1.: NATURE OF ECONOMETRIC
LESSON 2.: SIMPLE LINEAR MODEL
LESSON 3.: SPECIAL PROBLEMS OF THE MODEL
LESSON 4.: EXTENSIONS TO THE LINEAR MODEL
LESSON 5.: DEVELOPMENT OF STRUCTURAL MODELS
LESSON 6.: TIME SERIES

b. Course Development
LESSON 1.: NATURE OF ECONOMETRIC
1.1. Concept of Econometrics
1.2. Stages Econometrics
1.3. Objectives Econometrics

LESSON 2.: SIMPLE LINEAR MODEL
2.1. Presentation of the linear model
2.2. Estimation of the linear model
2.3. Statistical testing of the del model
2.3. Empirical model

LESSON 3.: SPECIAL PROBLEMS OF THE MODEL
3.1. Introduction
3.2. Random disturbance problems
3.3. Problems of variable data
3.4. Problems in the specification of equation

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LESSON 4.- EXTENSIONS TO THE LINEAR MODEL

4.1. Estimation of nonlinear models
4.2. Dummies variables
4.3. Seasonal variables 4.4. Binary choice models

LESSON 5.- DEVELOPMENT OF STRUCTURAL MODELS

5.1. Initial estimate and research strategy
5.2. Estimation and model diagnosis
5.3. Model valid versus correct model
5.4. Economic forecast using a structural model

LESSON 6. TIME SERIES

6.1 Time series Analysis
6.2 Basic models
6.3 Arima models

LESSON 7.- ANALYSIS OF INTERVENTION

7.1. Anomalies in the data.
7.2. Analysis of intervention
7.3. Analysis of homogenization
7.4. Intervention and economic analysis

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8. Relationship competences; program of the subject and assessment

<table>
<thead>
<tr>
<th>Competences</th>
<th>Course Schedule</th>
<th>Subject</th>
<th>Evaluation</th>
<th>Weight</th>
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<tbody>
<tr>
<td>CT01 - CT02, CT03 - CT05, CT06 - CT08, CT09 - CT10, CT11 - CT12, CT14 - CT15, CT18 - CT19, CT21 - CT22, CT24 - CT26, CT28 - CT30, CT31</td>
<td>AF1, AF2, AF5</td>
<td>All lesson</td>
<td>SSE1, SSE3</td>
<td>70%</td>
</tr>
<tr>
<td>CE01, CE02, CE04, CE05, CE08, CE10, CE11, CE13</td>
<td>AF3</td>
<td>All lesson</td>
<td>SSE2</td>
<td>30%</td>
</tr>
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</table>

100%

Econometrics
9. Recommended Reading list

a. Basic Bibliography

A.H. STUDENMUND., USING ECONOMETRICS, 6TH ED., PEARSON

ISBN9780131379985

b. Supplementary Bibliography

JH.STOCK AND MM.WATSON, INTRODUCTION ECONOMETRICS: 3RD ED., PEARSON

ISBN9780273753568

c. biblioweb


Federal reserve: http://www.federalreserve.gov/


Note: The books and other documents that appear under Basic Bibliography, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN N

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