Degree competences to which the subject contributes

Basic:
CB1. Students will be able to demonstrate their knowledge of a field of study that builds on secondary education and is usually found at a level that, while supported by advanced textbooks, also includes aspects that involve knowledge of the latest developments in the field of study.
CB2. Students will be able to apply their knowledge to their work or vocation in a professional manner and demonstrate that they possess the competencies that are typically demonstrated by elaborating and defending arguments and solving problems in the field of study.

Specific:
CE6. An adequate understanding of business concepts, the institutional and legal framework of companies, and business organisation and management.
CE14. Knowledge of and a capacity for project organisation and management. Knowledge of the organisational structures and the functions of the automobile industry.

Generical:
CG3. Knowledge of basic and technological subjects that will enable students to learn new methods and theories and that will endow them with the versatility needed to adapt to new situations.
CG7. A capacity for analysing and assessing the social and environmental impact of technical solutions.
CG10. The ability to work in a multilingual and multidisciplinary environment.

Transversal:
1. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.
2. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 1. Analyzing the world’s situation critically and systemically, while taking an interdisciplinary approach to sustainability and adhering to the principles of sustainable human development. Recognizing the social and environmental implications of a particular professional activity.
3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
4. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.
5. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
6. SELF-DIRECTED LEARNING - Level 1. Completing set tasks within established deadlines. Working with recommended information sources according to the guidelines set by lecturers.
7. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in
The course aims to provide basic knowledge about the automotive sector as well as the planning and life cycle of a product.

The learning objectives include the following:
- Knowing and understanding the main characteristics of the automotive sector.
- Knowing and understanding the stages of the product life cycle and associated strategies.
- Knowing and understanding the operation of sales and after-sales processes.

Teaching methodology

MD1 Master class or lecture (EXP)
MD2 Problem solving and case study (RP)
MD6 Large-scale project or assignment (PA)

Learning objectives of the subject

The course aims to provide basic knowledge about the automotive sector as well as the planning and life cycle of a product.

The learning objectives include the following:
- Knowing and understanding the main characteristics of the automotive sector.
- Knowing and understanding the stages of the product life cycle and associated strategies.
- Knowing and understanding the operation of sales and after-sales processes.

Study load

<table>
<thead>
<tr>
<th>Study load</th>
<th>Total learning time: 75h</th>
<th>Hours large group:</th>
<th>30h</th>
<th>40.00%</th>
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<tbody>
<tr>
<td></td>
<td>Hours medium group:</td>
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<td></td>
<td>Hours small group:</td>
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<td></td>
<td>Guided activities:</td>
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<tr>
<td></td>
<td>Self study:</td>
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<tr>
<td>Topic 1: The automotive industry</td>
<td>Learning time: 25h</td>
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<tr>
<td></td>
<td>Theory classes: 10h</td>
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<tr>
<td></td>
<td>Self study : 15h</td>
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</tbody>
</table>

**Description:**
Overview of the automotive industry. Characterisation of the sector. Strategic objectives of the sector.

**Related activities:**
Specific work on content (Activity 1).

**Specific objectives:**
To learn the structure of the automotive sector. To understand the sector. To learn how to analyse and implement the sector's strategic objectives.

<table>
<thead>
<tr>
<th>Topic 2: Product planning and life cycle</th>
<th>Learning time: 25h</th>
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<tbody>
<tr>
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<td>Theory classes: 10h</td>
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<tr>
<td></td>
<td>Self study : 15h</td>
</tr>
</tbody>
</table>

**Description:**
Phases of the life cycle of a product. Introduction, growth, maturity, decline.
Features and strategies.

**Related activities:**
Specific work on content (Activity 2).

**Specific objectives:**
To learn how to analyse and apply the life cycles of an automotive product.

<table>
<thead>
<tr>
<th>Topic 3: Sales and after-sales processes</th>
<th>Learning time: 25h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 10h</td>
</tr>
<tr>
<td></td>
<td>Self study : 15h</td>
</tr>
</tbody>
</table>

**Description:**
Sales and after-sales processes:

**Related activities:**
Specific work on content (Activity 3).

**Specific objectives:**
To know and understand the sales and after-sales processes.
## Planning of activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
<th>Description</th>
<th>Support materials</th>
<th>Support materials</th>
<th>Specific objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity 3: Work on sales and after-sales processes</strong></td>
<td>16h</td>
<td></td>
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</tr>
</tbody>
</table>
Description:
An assignment on sales and after-sales processes chosen from those proposed by the professor. To be presented in public.

Support materials:
On the Atenea virtual campus

Descriptions of the assignments due and their relation to the assessment:
35% of the mark

Specific objectives:
Development of techniques and reasoning strategies for analysis.
Written and oral communication.
Teamwork.
A third language.
Sound use of information resources.
Social commitment and sustainability.
Innovation.

Qualification system
Activity 1: 20% of the mark
Activity 2: 35% of the mark
Activity 3: 35% of the mark
Class attendance and participation: 10% of the mark

Regulations for carrying out activities
It is essential to have attended 70% of classes to pass the subject.

Bibliography

Basic:


Others resources: