

**COURSE DATA****DATA SUBJECT**

**Code:** 35901  
**Name:** Learning instruments and techniques  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	1	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1314 - Degree in International Business	Communication	BASIC

**COORDINATION**

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**SUMMARY**

The course LEARNING INSTRUMENTS AND TECHNIQUES is aimed at facilitating the transition from student to the university environment, from a holistic approach that takes into account not only the competencies specifically on their degree, but also those related to the knowledge of the institution to which it belongs and its role in society.

Since this course is introductory, its objectives include that students think about the need to have ethical principles in their profession, as well as issues about the role of business and the social responsibility that businesses have on the society. Therefore, part of the resources for the development of the academic activities consider contents related with ethics and ethical values to be learnt, such as honesty, integrity, responsibility, respect, transparency, sustainability...

It is placed in the first year, first semester.

The student, at the end of the course, should:

- Know the academic structure and services of the *Universitat de València*.



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- Know the studies on *International Business* of the *Universitat de València*.
  - Know the profiles and professional competences of the graduates in "International Business".
  - Know and use the basic computing programmes for the studies in "International Business".
  - Know, access and use the basic information resources of the *Universitat de València*.
  - Know and apply the study techniques and self work.
  - Develop the capability to elaborate and defend reports that contribute to decision making of public and private agents.
  - Develop the capability of evaluation and critical analysis of international economic phenomena and actors.
  - Acquire fluency in oral and written communication in the field of business.
  - Learn to identify inequalities between people to design, implement and evaluate relevant policies that facilitate the elimination of such discrimination in corporations and institutions.
  - Introduce the student in the values of respect for human rights and democratic principles and promote culture of peace.
  - Knowing how to assess, from an ethical point of view, the decisions to be taken.
  - Know the studies on *International Business* of the *Universitat de València*.
  - Know the profiles and professional competences of the graduates in "International Business".
  - Know and use the basic computing programmes for the studies in "International Business".
  - Know, access and use the basic information resources of the *Universitat de València*.
  - Know and apply the study techniques and self work.
  - Develop the capability to elaborate and defend reports that contribute to decision making of public and private agents.
  - Develop the capability of evaluation and critical analysis of international economic phenomena and actors.



- Acquire fluency in oral and written communication in the field of business.
- Learn to identify inequalities between people to design, implement and evaluate relevant policies that facilitate the elimination of such discrimination in corporations and institutions.
- Become familiar with the values of respect for human rights and democratic principles and with culture of peace.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

Considering the introductory character of the course, the previous knowledge required is the basic knowledge of using computer tools necessary to enter to the Universitat.

## COMPETENCES / LEARNING OUTCOMES

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Acquire fluency in oral and written communication in English and in a second foreign language (French, German) in the field of business.

Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.

Be able to work in multidisciplinary and intercultural teams.

Conocer de la estructura académica y servicios de la Universitat de València.

Conocer el servicio bibliográfico de la Universitat de València y el uso de las bases de datos.

Conocerlas técnicas de estudio y trabajo personal.

Conocer los instrumentos de acceso a la información en la Universitat de València.

Develop the capacity to evaluate and critically analyse international economic phenomena and agents.

Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.

Saber utilizar los programas informáticos básicos.



## DESCRIPTION OF CONTENTS

### 1. The Universitat de València and the studies of International Business

1.1. The studies of International Business at the Universitat de València

1.2. Academic structure and services of the Universitat de València

1.2.1. Structure of the Universitat de València.

Teaching organization: Campus, Faculties, Departments.

Students participation: association of representatives (ADR), Senate (Claustro), Central Board of Management (Junta Facultat), Department boards. Committees of representation, decision and control at the University. Senate. Board of Management. Chancellor. Governing body.

Committees of representation, decision and control at the Facultat d'Economia. Dean. Governing body.

1.2.2. Resources and services of the Universitat de València

### 2. Instrumental competencies of the students in International Business

2.1. Study techniques and personal work

2.2. Teamwork, time planning and resource management

2.3. Written and oral communication

2.4. Software for students in International Business

2.5. Development of an academic project

### 3. Informational competencies of the students in International Business

3.1. Localization of information materials and resources for the International Business students:

- Library versus Google. The library: spaces, resources, and services.

- The catalogue: contents and basic search strategies.

- Informational and digital skills course (CID-1).

3.2. Informational competencies for the development of an academic project:

- Find the information: books, journal articles, news, and statistical data.

- Main databases. Main search engines. Evaluate the quality of the information found. How to avoid plagiarism.

### 4. Human competences of graduates in International Business

4.1. Ethics, moral habits and good practices in business management.

4.2. Standards and ethical criteria for business decision making.

4.3. Competences for the design of Corporate Social Responsibility Policies

### 5. Profiles and professional competences of graduates in International Business

5.1. Concept of profile and professional competence



5.2. Professional profiles of the graduate in International Business: knowledge, skills and functions

5.3. The labour insertion of graduates in International Business

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	40,00
Independent study and work	15,00
Preparation of lessons	10,00
Preparation for assessment activities	15,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

## TEACHING METHODOLOGY

The methodologies used in the classroom will be different depending on the competences to which they are focused. There is a direct relationship between the methodology, the activity performed and the competences that are to gain students for each session. In general, we will work through lectures with participatory techniques, as well as with resolution of exercises, case studies, use of computer applications, conferences, visits, etc.

The teacher will provide students with materials through the Aula Virtual platform.

## EVALUATION

### 1st Call:

- **Individual mark 40%.** Linked to the assistance to the sessions. Students will get it from exercises/case studies/reports/questionnaires, etc done and/or presented in class. Active participation in the sessions will be also considered.
- **Team mark 30%.** Resulting from one or several teamwork activities suggested by the teacher. The main teamwork will be related to the one to be presented at the course Fundamentals of Business Management.
- **Exam mark 30%.** It will be mandatory to obtain at least 4 points out of 10 in the exam to pass the



subject.

### 2nd Call:

- **Individual mark.** Based on the results obtained in the first examination session, it will be possible to recover by submitting assignments or tasks related to those assessed during the course.
- **Team mark.** Not recoverable as they are related to group activities carried out during the lectures period. The student will keep the grade obtained in the 1st call.
- **Exam mark.** The student will have to take a new exam. All students who did not pass the course on the 1st call will have to sit for this 2nd call exam.

### For both calls:

The final grade is obtained from the weighted average of the grades of each part of the assessment, as long as the student has passed the 2nd call exam; in case not, the final grade would be the weighted average with the maximum limit of 4.5 points.

## REFERENCES

- Universitat de València. Recull de dades estadístiques.
- Mario de Miguel Díaz (coord.) (2006): Metodologías de enseñanza y aprendizaje para el desarrollo de competencias: orientaciones para el profesorado universitario ante el espacio europeo de educación superior. Ed. Alianza, Madrid.
- Ballenato, G. (2005). Técnicas de estudio: el aprendizaje activo y positivo. Pirámide.
- Presentación de la Facultat dEconomia (<http://www.uv.es/economia>)
- Página web UVocupació (<http://www.uv.es/uvocupacio>)
- Materiales proporcionados por los profesores a través del Aula Virtual
- Normativas de la Universitat de València (<https://www.uv.es/uvweb/economia/ca/facultat/normatives-1285848976871.html>)
- Guía del estudiante de la Universitat de València (<https://www.uv.es/uvweb/estudiantesuv/ca/novetats-1285852853619.html>)



- Ética en las organizaciones. Construyendo confianza. Guillén, Manuel. Prentice-Hall, Pearson. Madrid, 2006 (12ª Reimpresión, 2018)
- Motivación en las organizaciones y sentido del trabajo. Guillén, Manuel. Tirant lo Blanch. Valencia, 2021 (1a edición).