

## University-Business Program Seminars

Code: 102346  
ECTS Credits: 6

**2025/2026**

| Degree                                 | Type | Year |
|--|------|------|
| Business Administration and Management | OT   | 4    |
| Economics                              | OT   | 3    |
| Economics                              | OT   | 4    |

## Contact

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

The subject 102346 University-Business Program Seminar is offered within the framework of the Cooperative Education Program in Alternation UNIVERSITY-BUSINESS PROGRAM (PUE).

This subject is only available to undergraduate students of Economics and Business Administration (ADE) in Catalan/Spanish.

As a course within the University-Business Cooperative Education Program, which enables students to obtain the PUE mention in their respective degree, its academic development makes it both possible and necessary to ensure that the PUE Seminar achieves a sufficient and appropriate level according to the profile of the internships in companies and institutions. The PUE Seminar takes place during the first semester, prior to the start of the first internship period.

Prerequisites before enrolling in the course:

Students must have been admitted by the PUE Mention Admission Committee established at the Faculty of Economics and Business, based on academic merit criteria, which include academic transcript, number of ECTS credits completed, language proficiency, and the student's suitability for internship profiles.

## **Objectives and Contextualisation**

1. Improve the quality of student employability.
2. Prepare students to successfully navigate selection processes in companies and institutions.
3. Equip them with key technical tools (analysis, visualization, reporting).
4. Develop managerial competencies and, in particular, interpersonal skills.
5. Promote a professional mindset and the ability to adapt to corporate environments.

## **Competences**

### Business Administration and Management

- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate a capacity for integration within a work environment and apply the skills and competencies acquired during the degree course.
- Demonstrate initiative and work individually when the situation requires it.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

## **Learning Outcomes**

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Demonstrate initiative and work independently when required.
3. Demonstrate the ability to integrate into a work setting, and to apply the skills and competencies acquired in the degree.
4. Organise work, in terms of good time management and organisation and planning.
5. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
6. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

## **Content**

### 1. Personal Branding: The impact of personal marketing in the workplace

- 1.1. Shaping my future. Purpose: Define your professional goal.
- 1.2. Target companies and job positions: Outline the type of role or activity of your ideal job.
- 1.3. Make your CV impactful.
- 1.4. Develop your LinkedIn profile so it stands out. Build the best LinkedIn profile and explore job-related social media: InfoJobs, Viadeo, Xing, Monster, Twitter, Indeed, Empleomarketing, Womenalia, etc.
- 1.5. Develop your storytelling using Design Thinking techniques.
- 1.6. The job interview: How to approach a job interview? What key factors should you consider? What answers should you never give? Tips and tricks for a job interview.

1.7. Define your value proposition and key messages.

1.8. Build and nurture your network and develop your social skills and competencies.

## 2. Digital Competencies: IT and Data

2.1. Digital transformation.

2.2. Web applications.

2.3. Professional Excel.

2.4. Power BI and data visualization.

2.5. Microsoft Project.

2.6. Artificial intelligence.

## 3. Managerial Competencies

3.1. Understanding the economic and business environment. Key managerial competencies.

3.2. Critical thinking and problem-solving.

3.3. Effective communication. How to speak in public.

3.4. Teamwork.

3.5. Negotiation, influence, and empathy.

3.6. Relationship management and networking.

3.7. Project management.

3.8. Best practices in client-supplier relationships within consulting services.

3.9. The 4 disciplines for mastering and improving processes. Interpretation of KPIs and key business metrics. Data-driven decision-making.

## Activities and Methodology

| Title   | Hours | ECTS | Learning Outcomes |
|---|-------|------|-------------------|
| Type: Directed  |       |      |                   |
| Practice classes  | 17    | 0.68 | 4, 5              |
| Theory classes  | 32.5  | 1.3  | 4, 5              |
| Type: Autonomous  |       |      |                   |
| Individual and / or group work for the preparation of exercises proposed in the classes | 96.5  | 3.86 | 1, 2, 3, 4, 5     |

As this is a highly practical content, students constantly and immediately apply the knowledge acquired through the exercises and practical activities carried out in the classroom. This approach allows for continuous

assessment of the students' progress, facilitates the identification of potential difficulties in specific subjects or topics, provides the opportunity to address doubts, and makes it possible to recommend complementary reinforcement exercises when necessary.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Assessment

### Continous Assessment Activities

| Title  | Weighting | Hours | ECTS | Learning Outcomes |
|--|-----------|-------|------|-------------------|
| Attendance and active participation in classes | 30%       | 0     | 0    | 1, 2, 3, 4, 5, 6  |
| Final exam                                     | 10%       | 1     | 0.04 | 1, 3, 4, 5        |
| Partial exam 1                                 | 20%       | 1.5   | 0.06 | 1, 3, 4, 5        |
| Partial exam 2                                 | 40%       | 1.5   | 0.06 | 1, 3, 4, 5        |

The final evaluation is a practical exam ,in which the students will have to carry out a series of similar exercises to those that have been performed in the sessions of the seminar and those that have been proposed to settle outside the classroom,with in the time that each student must devote to personal work.

The weight of the continuous evaluation (preparation of practices) is 30%, and partial exam (60%) is 90%. The final exam has a weight of 10% in the final grade of the course.

All students are required to perform the evaluation activities. If the student's grade is 5 or higher, the student passes the course and it cannot be subject to further evaluation. If the student grade is less than 3.5, the student will have to repeat the course the following year. Students who have obtained a grade that is equal to or greater than 3.5 and less than 4,9 can take a second chance exam. The lecturers will decide the type of the second chance exam. When the second exam grade is greater than 5, the final grade will be a PASS with a maximum numerical grade of 5. When the second exam grade is less than 5, the final grade will be a FAIL with a numerical grade equal to the grade achieved in the course grade (not the second chance exam grade).

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a "not evaluable".

#### Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

*"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 264. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with*

the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule

[https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

#### Rounding of final grades

In accordance with article 266 (Results of the evaluation) of the Academic Regulations of the UAB (article modified by agreement of the Governing Council of July 12, 2023), point 4, the final grade of a subject will be rounded to the nearest whole number when it is within a tenth of a value that results in a change to a higher quality rating.

#### Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

#### Retake Process

*"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject."* Section 2 of Article 261. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.8.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

#### Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0".* **Section 11 of Article 266. Results of the evaluation. (UAB Academic Regulations).**

#### Comprehensive evaluation

This subject/module does not offer the option for comprehensive evaluation.

#### Use of Artificial Intelligence (AI) Technologies

For this course, the restricted use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. Students must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in an assessable activity will be considered a breach of academic integrity and may result in partial or total penalization of the grade for the activity, or more severe sanctions in serious cases.

## Bibliography

Given the constant evolution of most of the topics covered in this course, especially those related to digital competencies, supporting documentation and links will be provided throughout the seminar.

For example, Excel is updated monthly, which means that written documentation (books) cannot reflect all the current features of the tool. For this reason, it is recommended to consult the official links to documentation,

support, and tutorials provided by Microsoft, accessible directly from Excel's Help function. An initial link that opens the door to hundreds of articles and tutorials, organized by topic, is: <https://support.microsoft.com/en-us/excel>. In addition to Microsoft's official website, hundreds of references on specific Excel topics can be found on the web simply by entering the desired concept into a search engine.

## Software

Microsoft Excel, Power BI, Microsoft Project...

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

| Name                          | Group | Language        | Semester       | Turn      |
|-------------------------------|-------|-----------------|----------------|-----------|
| (PLAB) Practical laboratories | 13    | Catalan/Spanish | first semester | afternoon |
| (TE) Theory                   | 13    | Catalan/Spanish | first semester | afternoon |