 <p><b>IPG</b> Politécnico da Guarda Escola Superior de Tecnologia e Gestão</p>	<b>SUBJET DESCRIPTION</b>	<b>MODELO</b> PED.013.02
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<i>Course</i>	<b>Marketing Graduation</b>			<i>Academic year</i>	<b>2021/2022</b>	
<i>Subject</i>	<b>Decision Support Systems</b>			ECTS	<b>7</b>	
<i>Type of course</i>	<b>Compulsory</b>					
<i>Year</i>	<b>2</b>	<i>semester</i>	<b>1º sem</b>	<i>Student Workload:</i>		
<i>Professor(s)</i>				<i>Total</i>	196	<i>Contact</i> 90
<i>Area Coordinator</i>	<b>PhD Amândio Baía</b>					

**PLANNED**

**1. LEARNING OBJECTIVES**

- Understand the importance of Decision Support Systems.
- Understand the reasoning inherent in the financial operations of interest calculation (simple and compound), capital equivalence, income and loan amortization.
- Understand financial calculation techniques to support investment and financing decision making
- Understand the importance of information management and measuring the results of actions in marketing management

**2. PROGRAMME**

1. Decision Support Tools
  - 1.1 Financial Tools
    - 1.1.1 Concepts
    - 1.1.2 Capitalization schemes
    - 1.1.3 Income
    - 1.1.4 Leasing
    - 1.1.5 Loan Amortization
    - 1.1.6 Criteria for evaluating profitability
  - 1.2 Decision Theory
    - 1.2.1 Decision Environments
    - 1.2.2 Decision criteria
2. Marketing Intelligence
  - 2.1 Concept and objectives
  - 2.2 The marketing intelligence cycle
  - 2.3 Information Management in Marketing
    - 2.3.1 Key concepts associated with CRM / eCRM / mCRM
    - 2.3.2 CRM implications for optimizing marketing strategies and actions
    - 2.3.3 CRM technologies and the foundation they support
    - 2.3.4 The role of the different CRM modules - operational, analytical and collaborative

2.3.5 Critical Success Factors for Effective CRM Project Development

2.4. Gathering information in Marketing

2.4.1 Information Collection Platforms and Tools

2.4.2 Methodologies for collecting information

2.4.3 Different techniques such as: questionnaires, interviews, messages (sms), small interactive applications, promotional publications (posts), ubiquity (collection everywhere)

2.4.4 Respect for privacy and RGPD

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**

Bearing in mind that if you want the student to acquire skills in decision projects and profitability solutions, to allow conduct reports, analyzes and

Planned prepare reports in business sciences, the program includes the UC syllabus in those areas

### **4. MAIN BIBLIOGRAPHY:**

Alves, C. Ribeiro, C.; Farinha, J.; Alves, R. (2021). Cálculo Financeiro Aplicado. 2º ed. Almedina.

Baía, Amândio. (2020) , Modelos de Apoio à Decisão para Gestão- Processo de Tomada de Decisão nas Organizações. ESTG.

Baynast, A., Lendrevie, J., Lévy, J., Dionísio, P. & Rodrigues, V. (2018). Mercator: o marketing na era digital (17.ª ed.). D. Quixote, Lisboa.

Bendle, N. T., Farris, P. WPfeiffer, P. E. & Reibstein (2017). Grandes métricas do marketing: os principais indicadores que todo o gestor deve conhecer. Actual Editora, Lisboa.

Braga, Ascensão (2020), Ficha de exercícios de Apoio às Aulas, ESTG.

Coelho, L.; Coelho, M. (2016). Manual para entender os princípios do cálculo financeiro. Ed Quid Juris

Kotler, P. & Keller, K. L. (2017). Marketing management (15.ª ed.). Pearson Education Limited, R.U ...

Kumar, V. (2019). Profitable Customer Engagement - Concept, Metrics and Strategies. First Edition. Sage Publications


Lisboa , J.V. Augusto, M.G. (2018); Cálculo Financeiro; Vida Económica; Porto.

Matias, R. (2018). Cálculo Financeiro: teoria e prática, 6ª Ed. Escolar Editora

Payne, A. (2005). Handbook of CRM: Alcançar Excelência em Gestão de Clientes. Elsevier, Oxford.

Pereira, V.; Breia, A.; Mata, M. ( 2014). Análise Económica e Financeira. Rei dos Livros.

Rodrigues, A., Nicolau I. (2010), Elementos de cálculo Financeiro, 9ª ed., Áreas Editora.

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Santos, L., Laureano, R. (2011), Fundamentos e Aplicações do Cálculo Financeiro, casos práticos, Edições Sílabo

Soares et al, (2012) Decisões de Investimento Análise Financeira de Projectos, Edições Sílabo.

## 5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodologies: Theoretical-practical expository method with practical application examples related, whenever possible, to the course. It is intended that the student acquires theoretical knowledge of the syllabus and can apply it in practical situations related to the course. Throughout the semester, problems are solved and case studies are studied. It is expected that the theoretical or practical component and the resolution of practical cases, students acquire knowledge and skills in the financial domain to be able to make better decisions. Use of the e-learning platform, a distance learning component, to better allow students to monitor the CU.

Evaluation Rules:

1) Continuous: 1 test (50%) and a practical assignment (50%).

(Minimum grade of 8.0 points)

2) Written exam (100%). Students will be approved if the final classification of the UC is greater than or equal to 9.5

## 6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The theoretical-practical expository method is intended for the student to acquire theoretical knowledge of the syllabus and be able to apply them in practical situations related to the course. The pedagogical methods and techniques to be applied during the sessions will be. Affirmative method with interconnection between expository and demonstrative technique; method of group interaction using the role play technique, with the teacher being responsible for reinforcing learning and coordinating the various actions and tasks of business management simulation.

## 7. ATTENDANCE

Not applicable