



Análisis de la  
Empresa /  
Business Analysis

Grado en Economía y  
Negocios  
Internacionales



UNIVERSIDAD  
NEBRIJA

## SYLLABUS

**Course:** Business Analysis

**Degree:** Grado en Economía y Negocios Internacionales

**Type:** Core

**Languages:** This course will be taught in English

**Modality:** In-Person and Online

**Credits:** 6

**Year:** 1st

**Semester:** Fall Semester

**Professors and contact information:** Azucena Martín Quevedo, Jose María Sevilla Llewellyn-Jones.

### 1. COMPETENCES AND LEARNING OUTCOMES

#### 1.1. General and Specific Competencies

CB1, CB2, CB3, CB4 y CB5.  
CG4, CG6, CG7 and CG11.  
CE7 and CE12.

#### 1.2. Learning outcomes

Upon completing this course, the student should:

Understand the operations and functional areas of the business as a basic economic agent within the economy.

### 2. CONTENTS

#### 2.1. Prerequisites

None.

#### 2.2. Description

Analysis of the general environment of the company in its economic, political, social and technological aspects. Special emphasis on the economic environment, studying the nature and objectives of the company, the different types of business, various forms of development and their interrelations with other economic agents. Introduction to the different functional areas of the company, seeking to offer an overview of all activities. The course is presented as an overview of the company, both from an external perspective - their relationship with the environment - as from an internal perspective - fundamentals of business management and introduction to the different functional areas of the company.

#### 2.3. Covered Topics

1. INTRODUCTION TO THE ANALYSIS OF THE BUSINESS
  - 1.1. The Business and the Entrepreneur
  - 1.2. The Role and Objectives of the Business
  - 1.3. The Role of the Entrepreneur in the Economy
  - 1.4. The Entrepreneurial Spirit
  - 1.5. Types of Businesses
  - 1.6. Business and Personal Ethics

## 2.THE BUSINESS ENVIRONMENT

- 2.1. Change and Environment
- 2.2. Competition and Competitiveness
- 2.3. Agents in the Business Environment
- 2.4. The Strategic Approach of the Business
- 2.5. Forms of Business Development

## 3.FUNDAMENTALS OF BUSINESS MANAGEMENT

- 3.1. The Role of Managers
- 3.2. Managerial Functions
- 3.3. Types of Management and Management Styles
- 3.4. Decision-Making
- 3.5. Power, Authority, and Influence
- 3.6. Leadership
- 3.7. Delegation and Control

## 4.HUMAN RESOURCES MANAGEMENT:

- 4.1. Motivation
- 4.2. Internal Information and Communication
- 4.3. Personnel Selection
- 4.4. Staff Training
- 4.5. Evaluation and Incentives

## 5.PRODUCTION:

- 5.1. The Function of Production
- 5.2. Design of the Production System
- 5.3. Management of the Production System

## 6.MARKETING AND COMMERCIAL ACTIVITY:

- 6.1. Marketing Management in the Business
- 6.2. Market and Demand Analysis
- 6.3. Commercial Research and Information
- 6.4. The Marketing Plan
- 6.5. The Product
- 6.6. Distribution
- 6.7. Pricing
- 6.8. Communication

## 7.FINANCE:

- 7.1. The Financial Function of the Business
- 7.2. The Financial Environment and Financial Decisions
- 7.3. Sources of Financing
- 7.4. Investment Policy
- 7.5. Financial Equilibrium of the Business

## 8.GENERAL MANAGEMENT:

- 8.1. Business Strategy and Policy
- 8.2. Concept and Development of the Business Idea

### 2.4. Individual / Group Assignments

During the course, students may engage in some of the following activities, exercises, reports, or projects, or others of similar objectives or nature:

Comprehensive Case Project: Analysis of a company and its environment (application of theoretical foundations to a real-life case).

## 2.5. Learning Activities

<b>LEARNING ACTIVITIES</b>		
<b>In-Person Learning</b>		
A1 Lectures	<b>45</b>	<b>100%</b>
A2 Discussion Sections	<b>9</b>	<b>100%</b>
A3 Mentoring	<b>9</b>	<b>100%</b>
A4 Individual / Group Assignments	<b>18</b>	<b>0%</b>
A5 Online Assignments	<b>6</b>	<b>50%</b>
A6 Extracurricular Materials	<b>6</b>	<b>0%</b>
A7 Self Study	<b>51</b>	<b>0%</b>
A13 Exam	<b>6</b>	<b>100%</b>
<b>Online Learning</b>		
A9 Asynchronous Classes	<b>12</b>	<b>0%</b>
A10 Discussion Sections, Synchronous or Asynchronous	<b>12</b>	<b>0%</b>
A3 Mentoring	<b>24</b>	<b>0%</b>
A4 Individual / Group Assignments	<b>18</b>	<b>0%</b>
A5 Online Assignments	<b>12</b>	<b>0%</b>
A6 Extracurricular Materials	<b>12</b>	<b>0%</b>
A7 Self Study	<b>54</b>	<b>0%</b>
A13 Exam	<b>6</b>	<b>100%</b>

### **Methodologies:**

**In-Person:** MD1, MD2, MD3, MD4, MD5

**Online:** MD1, MD2, MD3, MD4, MD5

## Evaluation System

### 2.6. Grades

Grades are calculated as follows:

- 0 - 4.9 Fail (SS)
- 5.0 - 6.9 Pass (AP)
- 7.0 - 8.9 Notable (NT)
- 9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

### 2.7. Evaluation criteria

#### Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

## 2.8. Restrictions

### Minimum Grade

To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

### Attendance

Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

### Writing Standards

Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

## 2.9. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

## 3. BIBLIOGRAPHY

### Required Reading

David, F. R., & David, F. R. (2017). *Strategic management: concepts and cases: A competitive advantage approach*. Pearson.

Dessler, G. (2011). *Human resource management*. Pearson International Edition.

Kuratko, D. F. (2016). *Entrepreneurship: Theory, process, and practice*. Cengage learning.  
Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Marketing management*. Pearson.  
Stevenson, W. J., Hojati, M., Cao, J., Mottaghi, H., & Bakhtiari, B. (2007). *Operations management*. McGraw-Hill Irwin.

#### Recommended Reading

Drucker, P. (2018). *The effective executive*. Routledge.  
Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Currency.