



Análisis de la
Empresa /
Business Analysis

Grado en Creación,
Administración y
Dirección de
Empresas



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: Análisis de la Empresa / Business Analysis

Degree: Grado en Creación, Administración y Dirección de Empresas

Type: Core

Languages: Español / English

Modality: In-Person and Online

Credits: 6

Year: 1st

Semester: Fall Semester / Sem1

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1. COMPETENCES AND LEARNING OUTCOMES

1.1. General and Specific Competencies

- Competencias básicas: CB1, CB2, CB3, CB4, CB5
- Competencias generales: CG1, CG2, CG4, CG6, CG7, CG8, CG9, CG10, CG11, CG12, CG13, CG14, CG15, CG16, CG17, CG21, CG22
- Competencias específicas: CE1, CE2, CE3, CE8, CE9, CE11, CE12, CE13, CE17, CE20, CE22, CE25, CE38

1.2. Learning outcomes

- Know, associate and apply the basic elements of business analysis
- Express themselves correctly orally and in writing in Spanish
- Express themselves correctly orally and in writing in English
- Each subject in this module links its specific learning outcomes with the rest of the subjects in this report (i.e.: fundamentals of economics – economic analysis)

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

Análisis del entorno general de la empresa en sus aspectos económico, político, social y tecnológico. Especial énfasis en el entorno económico, estudiando la naturaleza y objetivos de la empresa, los distintos tipos de empresa, sus diversas formas de desarrollo y sus interrelaciones con otros agentes económicos. Introducción a las distintas áreas funcionales de la empresa, buscando ofrecer una visión de conjunto de todas sus actividades.

La asignatura se presenta como una visión global de la empresa, tanto desde una perspectiva externa - su relación con el entorno - como desde una perspectiva interna - fundamentos de la gestión empresarial e introducción a las distintas áreas funcionales de la empresa.

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 companies, their various forms of development

and their interrelations with other economic agents. Introduction to the different functional areas of the company, looking to offer a whole overview of all its activities.

The subject is presented as a global vision of the company, from an external perspective-its relation with the environment-as from an internal perspective-fundamentals of the business management and introduction to the different functional areas of the company.

2.3. Covered Topics

INTRODUCTION TO THE COMPANY

1. The company and the entrepreneur.
2. The role and objectives of the company
3. The role of the entrepreneur in the economy
4. The entrepreneurial spirit
5. Types of companies
6. Business and personal ethics

THE BUSINESS ENVIRONMENT

1. Change and environment
2. Competition and competitiveness
3. Agents of the business environment
4. The strategic approach of the company
5. Forms of business development

FUNDAMENTALS OF BUSINESS MANAGEMENT

1. The role of managers
2. The managerial functions
3. Types of management and management styles
4. Decision making
5. Power, authority and influence
6. Leadership
7. Delegation and control

HUMAN RESOURCES MANAGEMENT

1. Motivation
2. Information and internal communication
3. Personnel selection
4. Personnel training
5. Evaluation and incentives

PRODUCTION

1. The production function
2. The design of the production system
3. The management of the production system

MARKETING AND COMMERCIAL ACTIVITY

1. Marketing management in the company
2. Market and demand analysis
3. Commercial research and information
4. The marketing plan
5. The product
6. The distribution
7. Price
8. Communication

FINANCE

1. The financial function of the company
2. The financial environment and financial decisions
3. Sources of financing
4. Investment policy

5. The financial equilibrium of the company

GENERAL MANAGEMENT

1. Company strategy and policy
2. Concept and development of the idea of a company

2.4. Individual / Group Assignments

During the course, some of the following activities, practices, reports or projects, or others with similar objectives or nature, may be developed:

Directed Activity 1 (AD1): Perform a strategic SWOT analysis of Grupo Planeta and PEST analysis of Grupo ATRESMEDIA. Compare

Directed Activity (AD2): TOYOTA case study.

2.5. Learning Activities

LEARNING ACTIVITIES

In-Person Learning	Hours	Attendance %
A1 Lectures	45	100%
A2 Discussion Sections	9	100%
A3 Mentoring	9	100%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	6	50%
A6 Extracurricular Materials	6	0%
A7 Self Study	51	0%
A13 Exam	6	100%

Online Learning	Hours	Attendance %
A9 Asynchronous Classes	12	0%
A10 Discussion Sections, Synchronous or Asynchronous	12	0%
A3 Mentoring	24	0%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	12	0%
A6 Extracurricular Materials	12	0%
A7 Self Study	54	0%
A13 Exam	6	100%

Methodologies:

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

Online: MD1, MD2, MD3, MD4, MD5

GRADING RUBRICS

2.5. 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.

2.6. 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%

Restricciones y explicación de la ponderación: para poder hacer media con las ponderaciones anteriores será necesario obtener al menos una calificación de 5 en la prueba final.

Asimismo, será potestad del profesor solicitar y evaluar de nuevo las prácticas o trabajos escritos, si estos no han sido entregados en fecha, no han sido aprobados o se desea mejorar la nota obtenida en ambas convocatorias.

En todo caso, la superación de la materia está supeditada a aprobar las pruebas finales presenciales e individuales correspondientes.

2.7. 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.

2.8. 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

BARROSO CASTRO, C. (Coords) (2012). *Economía de la Empresa*. Pirámide. Madrid.
FUENTES, M.; CORDÓN, E. (Coords) (2014): *Fundamentos de dirección y administración de empresas*. Pirámide. Madrid
ROBBINS, S.P. y JUDGE. T.A. (2017). *Comportamiento Organizacional*. Pearson. México.
ROBBINS, S.P. y JUDGE. T.A. (2022). *Essentials of organizational behavior*. Pearson Education.

Recommended Reading

FERREL.O.C.; HIRT, G. y FERREL. L (2022). M: *Business*. McGrawHill
GATES. B (2021). *How to avoid a climate disaster*. Penguin.
GUTIÉRREZ, O. (2016). *Fundamentos de Administración de Empresas*, Pirámide, Madrid
KISHTAINY, N. (2011). *El libro de la economía*. Ed. Akal DK
KOTLER, P; KARTAJAYA H. y SETIAWAN.I. (2021). *Marketing 5.0*. LID Editorial
KOTTER, J.P. (2012) *Leading change*. Harvard Business Review.
RICO, M.G. Y SACRISTÁN, M. (2017): *Fundamentos Empresariales*, Esic Editorial.