



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:** Miguel Ángel García-Ramos and Guadalupe Rico

### 1. COMPETENCIES AND LEARNING OUTCOMES

#### 1.1. Competencies

##### Basic competencies

CB1; CB2; CB3; CB4; CB5

##### General competencies

CG4; CG6; CG7; CG11

##### Specific competencies

CE7; 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

| In-Person Learning                    | Hours | Attendance % |
|---------------------------------------|-------|--------------|
| AF1 Lecture / Theoretical Foundations | 45    | 100%         |
| AF2 Case Studies                      | 9     | 100%         |
| AF3 Tutorial                          | 9     | 100%         |
| AF4 Individual / Group Assignments    | 18    | 0%           |
| AF5 Online Assignments                | 6     | 50%          |
| AF6 Extracurricular Materials         | 6     | 0%           |
| AF7 Self Study                        | 57    | 0%           |

| Online Learning                     | Hours | Attendance % |
|-------------------------------------|-------|--------------|
| AF8 Online Lecture                  | 12    | 50%          |
| AF9 Online Case Studies             | 12    | 0%           |
| AF5 Online Assignments              | 48    | 0%           |
| AF6 Extracurricular Materials       | 18    | 0%           |
| AF7 Self Study                      | 24    | 0%           |
| AF10 Online Tutorial                | 12    | 100%         |
| AF11 Individual / Group Assignments | 24    | 50%          |

### Methodologies:

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

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

## 3. GRADING RUBRICS

### 3.1. 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.

### 3.2. 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%        |

### 3.3. 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.

### 3.4. 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.

## 4. 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.