

Business Analysis

Bachelor's Degree in Business Administration and Management

UNIVERSIDAD NEBRIJA

SYLLABUS

Course: Business Analysis

Degree: Bachelor's Degree in Business Administration and Management

Business

Type: Core

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 1

Semester: First

1. COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basic competencies
CB1, CB2, CB3, CB4, CB5

General competencies
CG1, CG2, CG4, CG6, CG7, CG8, CG9, CG10, CG11, CG12, CG13, CG14, CG15, CG16, CG17, CG21, CG22

Specific competencies
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 analytics
- 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

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

1. INTRODUCTION TO THE COMPANY
2. THE COMPANY ENVIRONMENT
3. FUNDAMENTALS OF BUSINESS MANAGEMENT
4. HUMAN RESOURCE MANAGEMENT
5. THE PRODUCTION
6. MARKETING AND COMMERCIAL ACTIVITY
7. FINANCE
8. THE GENERAL MANAGEMENT

2.4. 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	**51**	**0%**
A13 Evaluation	**6**	**100%**

Online Learning	Hours	Attendance %
A9 Asynchronous Classes	**12**	**0%**
A10 Practical classes.	**12**	**0%**
A3 Tutoríal	**24**	**0%**
A4 Individual / Group Assignments	**18**	**0%**
A5 Online Assignments	**12**	**0%**
A6 Extracurricular Materials	**12**	**0%**
A7 Self Study	**54**	**0%**
A13 Evaluation	**6**	**100%**

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

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.

Likewise, it will be the professor's power to request and evaluate again the practices or written work, if these have not been delivered on time, have not been approved or wish to improve the grade obtained in both calls.

In any case, the passing of any subject/subject is subject to passing the corresponding face-to-face and individual final tests.

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

Basic bibliography

FUENTES, M.; CORDÓN, E. (Coords) (2014): *Fundamentos de dirección y administración de empresas.* Pirámide. Madrid

BUENO, Y... [et alt.]. *Fundamentos de administración de empresas* [Recurso electrónico]: ejercicios prácticos / Editorial Universidad Autónoma de Madrid, 2015.

Recommended bibliography

FERREL.O.C.; HIRT, G. y FERREL. L (2022). M: *Business.* McGrawHill

GUTIÉRREZ, O. (2016). *Fundamentos de Administración de Empresas,* Pirámide, Madrid

RICO, M.G. Y SACRISTÁN, M. (2017): *Fundamentos Empresariales*, Esic Editorial.