

1. OVERVIEW

Subject Area	Workshop. Financial Decision-Making
Degree	Bachelor's Degree in
School/Faculty	Faculty of Economics, Business, and Communication Sciences
Ac. Year	2nd
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Semester	Second semester (4th)
Academic Year	2024-25
Coordinating professor	Maicol Ochoa

2. INTRODUCTION

Strategic Management I is a fundamental course of the Bachelor's Degree in Business Analytics. It is worth 6 ECTS credits. As part of the subject, students are introduced to one of the primary disciplines in business management: Strategy.

The subject will enable them to develop a general and comprehensive understanding of the strategic management process. It covers the strategic analysis that a business conducts to subsequently devise the corporate and business strategies it will need to remain competitive.

Students will draw on basic concepts addressed during the course to use - and understand the effectiveness of - external and internal analysis tools.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT2: Independent learning: A range of skills for choosing research, analysis, evaluation and information management strategies from different sources, as well as to learn and put into practice what has been independently learnt.
- CT8: Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, anticipate problems or bring about improvements.

Specific skills (CE, by the acronym in Spanish):

- CE15 - Ability to select the best financial and fiscal planning alternative to be applied to the markets and companies in which the activity is developed, as well as to apply the different tools available for its management.
- CE18 - Ability to solve complex problems in situations that require information searches in the different functional areas of the company.
- CE19 - Ability to make business decisions based on the objective data which lay the foundations for those decisions.
- CE20 - Ability to develop a study plan of business variables and indicators.
- CE22 - Ability to select and apply the most appropriate analytical tools to each situation of the company.
- CE23 - Ability to select, parameterize, and analyse metrics related to information sources according to each area (marketing, finance, etc.)
- CE24 - Ability to identify the information needs, depending on the set objectives.
- CE29 - Ability to ask the right questions in relation to the expected knowledge objective, so that they can be translated into the appropriate queries that must then be formulated on the data storage system.

Learning outcomes (RA, by the acronym in Spanish):

- RA1: Apply the techniques necessary to carry out market research.
- RA2: Select sources of information related to the regulations that apply to the financial sector, such as BCBS 239 or RDA.
- RA3: Write reports that meet the financial information needs identified.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes
CB2, CE15, CE18, CE22, CE24	RA1: Apply the techniques necessary to carry out market research.
CB2, CB4, CB5, CT2, CE23, CE24, CE29	RA2: Select sources of information related to the regulations that apply to the financial sector, such as BCBS 239 or
CB2, CB4, CB5, CT2, CT8, CE15, CE18, CE19, CE20, CE22, CE23, CE24, CE29	RA3: Write reports that meet the financial information needs identified.

4. CONTENTS

- Information on finances.
- Applicable regulations to the financial sector (BCBS 239, RDA, and others).
- Application of information management to an organisation's financial problem.

The subject will be organised into the following units:

Unit 1: Analysis of a company's cost of capital and its effect on financial decision-making. Unit 2: Information on finances: main KPI and dashboard.

Unit 3: Application of information management to an organisation's financial (case study).

Unit 4: Applicable regulations to the financial sector (BCBS 239, RDA, and others).

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture
- Problem-based learning.
- Workshop-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity	Number of hours
Asynchronous	10
Asynchronous lectures	10
Case studies	20
Problem-solving	10
Oral presentations	10
Writing reports and papers	25
Independent working	25
Workshops and/or laboratory work	40
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
On-campus theory exams	25%
Oral presentations	15%
Case study/problem scenario	30%

Laboratory work	30%
-----------------	-----

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1 Ordinary exam period

To pass the subject area in the ordinary exam period you must obtain a grade higher than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade higher than or equal to 4.0 in the knowledge test, in order to determine an average grade for all assessment tasks.

Tasks submitted after the deadline will not be accepted.

7.2 Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits) you must obtain a grade higher than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade higher than or equal to 4.0 in the knowledge test, in order to determine an average grade for all assessment tasks.

On the Virtual Campus, you can find information on the tasks that must be carried out in order to rectify all those tasks not passed nor submitted in the ordinary exam period.

8. CRONOGRAMA

En este apartado se indica el cronograma con fechas de entrega de actividades evaluables de la asignatura:

Assessable tasks	Date
Activity 1. Cost of capital.	Weeks 1-3
Activity 2. KPI and dashboard	Weeks 4-6
Activity 5. Knowledge test	Weeks 7-8
Activity 3. Application of information management of an organisation's financial problem	Weeks 9-15
Activity 4. Regulations applicable to the financial sector	Weeks 16-18

The timeline may be subject to modifications for logistical reasons. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

Basic bibliography:

- Brealey, Myers y Allen (2015). Principios de finanzas corporativas, 11ª Edición. Mc Graw Hill Editorial.
- Gava, L.; Ropero, E.; Ubierna, A. y Serna, G. (2008). Dirección Financiera: Decisiones de Inversión. Editorial Delta.

Solved exercises bibliography:

- López Lubián, F.J. (2007). Casos Prácticos de Finanzas Corporativas. Madrid: Paraninfo.
- Valledado González, E. y Azofra Palenzuela, V. (2002). Prácticas de Dirección Financiera. Madrid: Pirámide.

Complementary bibliography:

- Bahillo Marcos, M.E., Pérez Bravo, M.C. y Escribano Ruiz, G. (2015) Gestión financiera. Madrid:Ed. Paraninfo.
- Brealey, R., Myers, S. y Marcus, A. (2014). Fundamentos de finanzas corporativas. Madrid: Ed. McGraw-Hill.
- Brigham y Houston (2005). Fundamentos de Administración Financiera. 10ª Edición, Ed. Thomson-Paraninfo.
- Brusov, P. et al (2015). Modern Corporate Finance, Investments and Taxation. London: Springer.
- Durbán Oliva, S. (2008). Dirección Financiera. Madrid: Ed. McGraw-Hill.
- Eiteman, D.K., Stonehill, A.I. y Moffett, M.H (2011). Las finanzas en las empresas multinacionales. Ed. Pearson Educación.
- Fama, E. F. y Miller, M.H. (1976). Foundations of Finance. New York: Ed. Basics Books.
- González Garagorri, Í. (2014). Dirección Financiera. Centro de Estudios Financieros.
- López, Francisco J. y García, Pablo (2006). Finanzas en mercados internacionales. Madrid: McGraw-hill.
- Marín, J.M y Rubio, G. (2011). Economía Financiera. Ed. Antoni Bosch.
- Martín, J.L. (2011). Finanzas para todos. Ed. Madrid: LID.
- Martín, José L. y Téllez, Cecilia (2006). Finanzas Internacionales. Madrid: Thomson.
- Mascareñas Pérez-Íñigo, J. (2010). Finanzas para directivos. Ed. Prentice-Hall.
- Neftci, S.N. (2008). Ingeniería Financiera. Madrid: Ed. McGraw-Hill.
- Ross, S.A, Westerfield, R.W y Jaffe, J.F (2012). Finanzas corporativas. Ed. McGraw-Hill Interamericana.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. STUDENT SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, the degree and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.