

1. OVERVIEW

Subject Area	Business Law
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Fourth
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	One (7th)
Academic Year	2025-26
Coordinating professor	David Carrión

2. INTRODUCTION

Business Law is central to the students' academic training as it forms the legal and economic backbone of the Bachelor's Degree in Business Analytics. As part of this subject, students are introduced to the fundamental principles of Law in general, and to the essential principles of Corporate/Commercial Law in particular.

On this basis, Business Law combines theory and practice to equip students with the skills they will need to conduct research, engage in analytical reasoning and independently devise solutions to business problems underpinned by an understanding of applicable law, so much so that they will become familiar with the legal matters affecting day-to-day business operations.

3. SKILLS AND LEARNING OUTCOMES

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

- CB3: Students will develop an ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students will be able to present information, ideas, problems and solutions to both specialist and non-specialist audiences.

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

- CT1: Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

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

- CE08: Ability to analyse, integrate and evaluate information from legal sources when needed in the decision-making process.
- CE11 - Ability to assess and apply principles of social responsibility across the business, particularly with a view to promoting environmental management, while acting in line with current legislation and taking advantage to reinforce brand image and enhance productivity.
- CE24: Ability to identify information needs, depending on the stated objectives of the task in question.

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

- RA1: Identify the actors involved in business activities and the legal rules that regulate their activity.
- RA2: Recognise the various kinds of business entities.
- RA3: Ability to distinguish between the various kinds of rules existing under private international law and recognise the issues arising in connection with their implementation.
- RA4: Understand the principles governing the legal protection of consumers, their rights and the most important legal problems they face.
- RA5: Appropriate use of regulations governing international transactions and the cooperating agencies acting in this context.
- RA6: Understand the contextualisation of internet and ICT law.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB3, CT1, CE08	RA1
CB3, CT1, CE08, CE11	RA2, RA3, RA4
CB5, CT1, CE11, CE24	RA5, RA6

4. CONTENTS

Unit 1. The Rule of Law and its Effects; Notion of Law.

Sources of Law.

Other Sources of Law.

Effects of Rule of Law.

Unit 2. Subjects of Legal and Business Activity. Natural Person I. Natural Person II.

Legal Person.

Unit 3. Object of Legal and Business Activity; The Contract.

Civil and Commercial Contracts.

Special Legislation: Consumer and User Rights. Representation.

Unit 4. Overview of Commercial Law; Corporate law. Public Limited Company.

Limited Liability Company

Registration and Business/Trade Registry.
Industrial Property.
E-Commerce.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture/online conference
- Problem-based learning (ABP, as per the Spanish acronym)

6. LEARNING ACTIVITIES

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

Learning activity	Number of hours
Lectures	16
Asynchronous lectures	4
Problem-solving	15
Oral presentations	5
Written reports and essays	15
Independent assignment	20
TOTAL	75

7. ASSESSMENT

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

Assessment system	Weighting
On-campus knowledge tests	50%
Oral presentations	10%
Reports and written work	20%
Case study/problem scenario	20%

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 course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

7.2. Extraordinary exam period (resits)

To pass the course in the extraordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject.

In any case, you must achieve a grade greater than or equal to 4.0 in the final assessment so this can be used for the average with the other activities.

Activities not passed in the ordinary exam period, or those not delivered, must be submitted after receiving the relevant corrections from the lecturer. The professor, in any case, will have the authority to substitute and introduce activities deemed necessary to pass this part of the subject area.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Activity 1	Week 4-5
Activity 2	Week 6-7
Activity 3	Week 9-10
Activity 4	Week 12-13

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

9. BIBLIOGRAPHY

- Alfred Font Barrot y José Luis Pérez Triviño, *El derecho para no juristas*, Barcelona, Deusto, 2009.
- Daniel Prades Cutillas (Coordinador), *Fundamentos de Derecho Empresarial*, Pamplona, Civitas, última edición.
- Juan Bataller Grau (Coordinador), *Curso práctico de Derecho de la empresa*, Madrid, Marcial Pons, última edición.
- Daniel Cuadrado Ramos, *Principios de Derecho Mercantil*, Madrid, Ra-ma, última edición.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

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