

1. BASIC DATA

Subject	Business Research
Program	Master's Degree in Trade and International Economic Relations
School	School of Business, Economy and Communication
Course	Module VIII
ECTS	6 ECTS
Type	Elective
Language/s	English
Modality	On-campus/ Campus-based
Semester	Second Semester
Academic Year	2024/2025
Coordinator	Dr. Hongsong Wang

2. PRESENTATION

BUSINESS RESEARCH is the eighth module of the Master in Trade and International Economic Relations, in the research itinerary, with a value of 6 ECTS, like the rest of the modules.

This module aims to enable students to understand financing strategies and mechanisms and thus develop new research. In addition, students will develop the necessary resources and skills to research alliance strategies with financial links and to assess the fiscal implications of any national or international operation.

3. COMPETENCIAS Y RESULTADOS DE APRENDIZAJE

General Competences:

- GC.1. Capacity for Interrelation, perfecting the ability to perceive, analyse and interpret the environment in order to be able to integrate information and make decisions in new environments.
- GC.2. Integration of Knowledge, i.e. having an integrated vision of all the dimensions of the company or international organisation, in order to be able to analyse problems and look for solutions as a group.
- GC.3. Ability to understand and take advantage of cultural diversity, developing respect for diversity.
- GC.4. Ability to work as part of a team, innovative mentality and decision-making.
- GC.5. Communication skills (in both Spanish and English) to debate and present their ideas and business projects in each area of the programme to a specialised or non-specialised forum.
- GC.7. Critical and self-critical sense.

Specific Competences:

- SC.1. Lead projects and teams from an integral ethical and socially responsible approach, assessing the impact of their decisions on profits, the market, people and society.
- SC.2. Master the keys to the major world economic areas in order to convert them into

- competitive advantages for the company.
- SC.4. Analyse the international economic environment. Carry out medium- and long-term strategic assessment and planning using existing tools.
 - SC.5. Develop the competences of a manager: leadership, emotional intelligence, communication skills, team management, group work, planning, conflict resolution, negotiation and results orientation, always from a multicultural perspective and respecting diversity.
 - SC.6. Master the knowledge of international financial markets and financing instruments in order to help companies and organisations in the definition of financial policy.
 - SC.8. Manage the resources needed to implement a successful internationalisation plan for the company, to launch a new activity or to open up the company to new markets.
 - SC.9. Detect the risks of a business internationalisation operation and recommend the tools and instruments to cover the company against them.

Learning Outcomes:

- LO1. Dominar los conceptos y las técnicas de valoración de empresas.
- LO2. Definir, implementar y evaluar las estrategias de financiación e inversión y las operaciones de alianzas internacionales.
- LO3. Conocer las nuevas tendencias del liderazgo empresarial, la gestión del cambio y las nuevas prácticas del gobierno corporativo teniendo en cuenta los valores ética, la gestión medioambiental y la responsabilidad social corporativa entendida en sentido amplio.

The table below shows the relationship between the competences developed in the module and the learning outcomes pursued.

Competencias	Resultados de aprendizaje
GC1, GC2, GC3, GC4, GC5, GC7 SC1, SC2, SC4, SC5, SC6, SC8, SC9	LO1. Dominar los conceptos y las técnicas de valoración de empresas.
GC1, GC2, GC3, GC4, GC5, GC7 SC1, SC2, SC4, SC5, SC6, SC8, SC9	LO2. Definir, implementar y evaluar las estrategias de financiación e inversión y las operaciones de alianzas internacionales.
GC1, GC2, GC3, GC4, GC5, GC7 SC1, SC2, SC4, SC5, SC6, SC8, SC9	LO3. Conocer las nuevas tendencias del liderazgo empresarial, la gestión del cambio y las nuevas prácticas del gobierno corporativo teniendo en cuenta los valores ética, la gestión medioambiental y la responsabilidad social corporativa entendida en sentido amplio.

4. CONTENTS

The module is organised into three subjects:

1. Advanced financial analysis
2. Corporate Finance
3. Corporate strategy and governance.

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

- Presentations.
- Seminars.
- Case studies.
- Discussion of practical examples and real cases.
- Cooperative learning.

6. TRAINING ACTIVITIES

The following table shows the types of training activities to be carried out and the number of hours the student will spend on each:

Training activities	Hours
Presentation of knowledge in the classroom using the seminar method.	37,5
Seminar method.	25
Case classroom: teamwork for CASE analysis.	12,5
Group coaching on the developed competences.	7,5
Collaborative learning.	25
Integrative work on the module.	7,5
Presentation in the virtual classroom of knowledge. Students will carry out readings and analyses, as well as participate in virtual forums to demonstrate their ability to discuss and debate.	5
Virtual forums where they will demonstrate their ability to discuss.	5
Individual activities in the virtual classroom related to the content.	25
TOTAL	150 h

7. EVALUATION

The following is a list of the assessment systems and their weighting in the total grade for the module:

Sistema de evaluación	Pesos
Activity 1 <ul style="list-style-type: none"> • Carrying out and participating in classroom activities and cases. 	25%

Activity 2	<ul style="list-style-type: none"> Completion of virtual classroom activities. 	15%
Activity 3	<ul style="list-style-type: none"> Teacher's report on participation in the seminar. 	25%
Activity 4	<ul style="list-style-type: none"> Presentation of a comprehensive team work of the module. 	35%

On the Virtual Campus, when you access the module, you will be able to consult in detail the assessment activities to be carried out, as well as the delivery dates and assessment procedures for each of them.

7.1. Ordinary Call

In order to pass the module in the ordinary exam, you must obtain a mark of 5 out of 10 in the final grade (weighted average) of the module

7.2. Extraordinary Call

In order to pass the module in the extraordinary call, it is necessary to obtain a grade higher than or equal to 5 out of 10 in the final grade (weighted average) of the module.

The activities that have not been passed in the ordinary call must be submitted, after having received the appropriate corrections from the teacher, or those that have not been submitted..

8. TIMETABLE

This section provides an approximate timetable with delivery dates (weeks) for the evaluable activities of the module:

Assesments	Weeks
Activity 1	24-27
Activity 2	26-27
Activity 3	27
Activity 4	27-28

This timetable may be subject to modifications for logistical reasons. Any modification will be notified to the student in due time and form.

9. BIBLIOGRAPHY:

The reference works of the module are as follows:

- BREALEY, R. y MYERS, S. (1988). Fundamentos de financiación empresarial, 2.ª ed., Madrid: McGraw-Hill.
- DURÁN, J. J. (1992). Economía y dirección financiera de la empresa, 15.ª ed., Madrid: Pirámide.
- SUÁREZ, A.S. (1994). Decisiones óptimas de inversión y financiación en la empresa, 16.ª ed., Madrid: Pirámide.

10. DIVERSITY CARE UNIT

Students with specific educational support needs:

Curricular adaptations/adjustments for students with specific educational support needs, in order to guarantee equal opportunities, will be guideline by the Diversity Attention Unit (UAD).

It is an essential requirement that a report on curricular adaptations/adjustments be issued by this Unit, so students with specific educational support needs should contact: unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey area of your Virtual Campus or through your email.

Your evaluation is necessary to improve the quality of the programme. Thank you for your participation.