



GUÍA DOCENTE 2023-2024
FINANCIAL ANALYSIS AND PLANNING

1. Denominación de la asignatura:

FINANCIAL ANALYSIS AND PLANNING

Titulación

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Código

7426

2. Materia o módulo a la que pertenece la asignatura:

FINANZAS/FINANCE

3. Departamento(s) responsable(s) de la asignatura:

ECONOMÍA Y ADMINISTRACIÓN DE EMPRESAS

4.a Profesor/a que imparte la docencia (Si fuese impartida por más de uno/a incluir todos/as) :

OSCAR LÓPEZ-DE-FORONDA PÉREZ Despacho 2068 oscarl@ubu.es; JULIETA DÍEZ HERNÁNDEZ-jdhernandez@ubu.es-Despacho 2031-Tlfno. 947497170

4.b Coordinador/a de la asignatura

OSCAR LÓPEZ-DE-FORONDA

5. Curso y semestre en el que se imparte la asignatura:

4th Course, 7th Semester

6. Tipo de la asignatura: (Básica, obligatoria u optativa)

Optativa



7. Número de créditos ECTS de la asignatura:

6

8. Competencias que debe adquirir el/la estudiante al cursar la asignatura

Competencias:

Generales/ General Skills

CG1 Capacidad de análisis y síntesis/ Capacity for analysis and synthesis (2)

CG9 Habilidades para recuperar y analizar información desde diferentes fuentes/
Skills to retrieve and analyze information from different sources (2)

CG10 Resolución de problemas/ Troubleshooting (3)

CG11 Toma de decisiones/ Decision Making (3)

*CG15 Habilidades para trabajar en grupo/ Ability to work in groups (2)

CG21 Capacidad para aplicar la teoría a la práctica/ Ability to apply theory to practice
(3)

Específicas/ Specific Skills

CD8 Entender y utilizar sistemas contables y financieros/ Understand and use
accounting and financial systems

H1 Analizar y estructurar un problema empresarial y diseñar una solución/ Analyze
and structure a business problem and design a solution

CA3 Gestionar una empresa mediante el uso de los conceptos, métodos y herramientas
adecuados/ Managing a company using the more accurate methodology

*Curricular competence regarding sustainability

9. Programa de la asignatura

9.1- Objetivos docentes

The student must:

R3 Being able to evaluate financial assets.

R4 Being able to understand the relationship between financial decisions and corporate
value.

R5 Being able to understand and propose solutions to in order to find financial
resources for future projects using the criteria of the course to select the more adequate
investment projects

R6 Being able to understand and identify corporate governance problems.

R8 Being able to find financial information on a company or market and to analyze
and discuss it under the support of the financial theories.



9.2- Unidades docentes (Bloques de contenidos)
FINANCIAL ANALYSIS OBJECTIVES OF THE FINANCIAL ANALYSIS RETURN ANALYSIS LIQUIDITY AND SOLVENCY ANALYSIS GROWHT ANALYSIS MARKET TO BOOK VALUE CORPORATE GOVERNANCE ANALYSIS BOARD STRUCTURE OWNERSHIP STRUCTURE SUSTAINABILITY ANALYSIS INTO THE CIRCULAR ECONOMY STUDY OF THE SUSTAINABILITY ANNUAL REPORT OF THE COMPANY ANALYSIS OF THE SUSTAINABILITY OF THE ORGANIZATIONS ON THE ENVIRONMENT INTO THE CIRCULAR ECONOMY
9.3- Bibliografía
BIBLIOGRAFÍA BÁSICA BERNSTEIN, L.A. & WILD, J.J., (2000) ANALYSIS OF FINANCIAL STATEMENTS, 5ª, MCGRAW HILL, NEW YORK, 0-07-094504-7,
FRIEDLOB, G.T. SCHLEIFER, L.L.F., (2003) ESSENTIALS OF FINANCIAL ANALYSIS, 1ª, WILEY, NEW JERSEY, 0-471-22830-3,
BIBLIOGRAFÍA COMPLEMENTARIA LaPorta, R.; López-de-Silanes, F.; Shleifer, A. and Vishny, R., (1997) Law and Finance, Journal of Political Economy, vol. 106 (6), pp.1100-1115, Washington,
9.4- Acceso a la Bibliografía Recomendada desde Leganto



https://leganto.ubu.es/leganto/public/34BUC_UBU/lists?courseCode=7426&auth=SAML

10. Metodología de enseñanza y aprendizaje y su relación con las competencias que debe adquirir el/la estudiante:

Metodología	Competencia relacionada	Horas presenciales	Horas de trabajo	Total de horas
Theoretical Presentations	CG1, CD8	24	24	48
Readings and Reviews	CG1, CG9, CD8	10	20	30
Practical Cases	CG1, CG10, CG15, CG21, CD8, H1, CA3	10	20	30
Teaching activity to develop objectives of the Service Learning Program	CG10, CG11, CG15,	2	10	12
Practical and Theoretical Test Evaluations	CG1, CG4, CG9, CG10, CG11, CG15, CG21, CD8, H1, CA3	8	22	30
Total		54	96	150

11. Sistemas de evaluación:

To overcome the subject, the student must obtain a minimum score of 5 over 10 points. It will also be necessary to have a minimum rating of 40% in every evaluation procedures.

Procedimiento	Peso primera convocatoria	Peso segunda convocatoria
Theoretical evaluation tests	20 %	20 %
Test evaluation practices	40 %	40 %
Individual work to evaluate	20 %	20 %
Practical cases	15 %	15 %
Participation and Evaluation of the Service Learning	5 %	5 %



Program		
Total	100 %	100 %

Evaluación excepcional:

The student must undergo evaluation exceptional testing of theoretical and practical assessment on the days specified for them. You must also deliver a set of practices and work in the same conditions and time limits as for other students assessed by continuous evaluation. To overcome the subject, the student must obtain a minimum score of 5 over 10 points. It will also be necessary to have a minimum rating of 40% in every evaluation procedures except in the Service Learning activity. For students participating in the Cantera Degree program , the rating is determined by the performance of the tasks they are assigned under the program.

12. Recursos de aprendizaje y apoyo tutorial:

Slides with powerpoint,
Practical exercises and Moodle Platform, face and virtual tutoring

13. Calendarios y horarios:

see the web page

14. Idioma en que se imparte:

English