



GUÍA DOCENTE 2017-2018  
**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 que imparte la docencia (Si fuese impartida por mas de uno/a incluir todos/as) :**

OSCAR LÓPEZ-DE-FORONDA PÉREZ Despacho 2068 oscarl@ubu.es; DAVID BLANCO ALCÁNTARA. Despacho 2059; Teléfono: 947259542. Email: dblanco@ubu.es

**4.b Coordinador 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 alumno/a 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

**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.



<b>9.2- Unidades docentes (Bloques de contenidos)</b>
<b>FINANCIAL ANALYSIS</b>
<b>OBJECTIVES OF THE FINANCIAL ANALYSIS</b>
<b>RETURN ANALYSIS</b>
<b>LIQUIDITY AND SOLVENCY ANALYSIS</b>
<b>GROWHT ANALYSIS</b>
<b>MARKET TO BOOK VALUE</b>
<b>CORPORATE GOVERNANCE ANALYSIS</b>
<b>BOARD STRUCTURE</b>
<b>OWNERSHIP STRUCTURE</b>
<b>9.3- Bibliografía</b>
<b>BIBLIOGRAFÍA BÁSICA</b>
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,
<b>BIBLIOGRAFÍA COMPLEMENTARIA</b>
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,

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

<b>Metodología</b>	<b>Competencia relacionada</b>	<b>Horas presenciales</b>	<b>Horas de trabajo</b>	<b>Total de horas</b>
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	12	30	42



Practical and Theoretical Test Evaluations	CG1, CG4, CG9, CG10, CG11, CG15, CG21, CD8, H1, CA3	8	22	30
<b>Total</b>		54	96	150

### 11. Sistemas de evaluación:

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

<b>Procedimiento</b>	<b>Peso primera convocatoria</b>	<b>Peso segunda convocatoria</b>
Theoretical evaluation tests	20 %	20 %
Test evaluation practices	40 %	40 %
Individual work to evaluate	20 %	20 %
Practical cases	20 %	20 %
<b>Total</b>	<b>100 %</b>	<b>100 %</b>

### 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 points. It will also be necessary to have a minimum rating of 40% in every evaluation procedures.

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