



Universidad
de Navarra

Asignatura: CORE-Antropología II (Económicas) grupo D

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/core-antropologia-ii-economicas-grupo-d/>

CORE-Antropología II (Económicas) grupo D

Descripción de la asignatura: Mediante la enseñanza de la Antropología se pretende que el estudiante conozca qué y quién es el hombre, desde su origen hasta su muerte, analizando algunas de sus características más importantes, tanto individualmente -su capacidad de conocer y de amar, su libertad y su conciencia-, como en sus relaciones interpersonales -amistad, vida social, trabajo y familia

Nombre de la asignatura: Antropología II (Económicas) grupo D

Curso: 1º (ADE+D, ECOB, AB+DA, Eb+DA, Eb+IF, Eb+LG)

Duración: Semestral

Número de créditos ECTS: 3

Profesor: D. Manuel Valdés Mas (mvaldesm@unav.es)

Horario: martes 10,00-12,00.

Aula: Edificio Amigos, Planta 1, Aula M1

Asesoramiento: cita por e-mail

Esta asignatura pertenece al Core Curriculum de la Universidad <http://www.unav.edu/web/core-curriculum/inicio>

Modulo I: IV Contexto humanístico. Materia: IV.1. Core Curriculum

Competencias

COMPETENCIAS

CB2 Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio

CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia



disciplina.

Competencias transversales:

CT1 Comprender que es propio del espíritu universitario afrontar de manera crítica y reflexiva el estudio de la propia disciplina en su conexión con el resto de los saberes.

CT2 Identificar las cuestiones más relevantes de la existencia humana presentes en las grandes creaciones religiosas, humanísticas y científicas y adoptar una postura personal razonada frente a ellas.

CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia disciplina.

Programa

Tema 1. El hombre como ser vivo. La vida sensitiva.

Tema 2. El hombre como ser intelectual. Lenguaje y voluntad.

Tema 3. La afectividad humana: emociones y sentimientos.

Tema 4. Ciencia, valores y búsqueda de la verdad.

Tema 5. Relaciones interpersonales: enamoramiento, amor y amistad.

Tema 6. Sexualidad humana, matrimonio y familia.

Actividades formativas

Esta información estará disponible para finales de agosto

Evaluación

En la asignatura se combinarán las cuestiones teóricas que exponga el profesor con la discusión de textos sobre diversos temas que habrá que leer y analizar en clase.

La distribución de carga del alumno será la siguiente:

a) Horas de clase presencial teórica y práctica: 30 horas

b) Lecturas seminarios: 5 horas

c) Lectura libro opcional: 15 horas

d) Preparación exposición: 5 horas

e) Estudio personal: 20 horas

TOTAL: 75 horas (= 3 ECTS)

Evaluación:

1. Participación y asistencia activa en clases: 10%.

2. Seminarios lecturas (2 sesiones): 15%

3. Exposición al final del cuatrimestre: 15%.

4. Lectura y entrevista del libro "Martes con mi viejo profesor": 10% (deberá hacerse antes del examen del 3 de mayo. No se examinará a más de diez personas por semana).



5. Examen parcial que tendrá lugar el **lunes 3 de mayo en el Aula 16 del Edificio Amigos a las 10:00:**
50% (se deberá superar el examen para poder aprobar la asignatura).

Bibliografía y recursos

BIBLIOGRAFÍA ANTROPOLOGÍA

1. MANUAL DE LA ASIGNATURA:

Yepes S., Ricardo y Aranguren E., Javier, *Fundamentos de Antropología. Un ideal de la excelencia humana*, Eunsa 6ª edición, Pamplona 2009 [Localízalo en la Biblioteca](#)

2. LIBRO DE LECTURA:

Albom M., *Martes con mi viejo profesor*, Maeva, Madrid 2013 [Localízalo en la Biblioteca](#)

3. OTROS MANUALES DE ANTROPOLOGÍA:

Ayllón, José Ramón, *Antropología filosófica*, Ariel, Barcelona 2011 [Localízalo en la Biblioteca](#)

Burgos, Juan Manuel, *Antropología Breve*, Palabra, Madrid 2010 [Localízalo en la Biblioteca](#)

Corazón, Rafael, *Por qué pensar si no es obligatorio. Una introducción al pensamiento filosófico*, Rialp, Madrid 2014 [Localízalo en la Biblioteca](#)

García Cuadrado, José Ángel, *Antropología filosófica. Una introducción a la Filosofía del Hombre*, Eunsa 6ª edición, Pamplona 2014 [Localízalo en la Biblioteca](#)

Lorda, Juan Luis, *Fundamentos de Antropología*, Universidad de Navarra 16ª edición, Pamplona 2016

Lorda, Juan Luis, *Curso de humanismo*, Universidad de Navarra, Pamplona 2016
<https://www.youtube.com/watch?v=LKDBumqzKa4>

Pérez de Laborda, Miguel; Soler Gil, Francisco José y Vanney, Claudia E. (Editores), *¿Quiénes somos? Cuestiones en torno al ser humano*, Eunsa, Pamplona 2018 [Localízalo en la Biblioteca](#)

Sellés, Juan Fernando, *Antropología para inconformes*, Rialp, Madrid 2011
[Localízalo en la Biblioteca](#)

Sellés, Juan Fernando; y Fidalgo, José Manuel, *Antropología filosófica: la persona humana*, Eunsa, Manuales del ISCR, Pamplona 2018 [Localízalo en la Biblioteca](#)



Valverde, Carlos, *Antropología filosófica*, Edicep, Valencia 1994 [Localízalo en la Biblioteca](#)

4. OTRA BIBLIOGRAFÍA:

Aguiló, Alfonso, *Educación el carácter*, Palabra, Madrid 1995 [Localízalo en la Biblioteca](#)

Aguiló, Alfonso, *Educación los sentimientos*, Palabra, Madrid 2005 [Localízalo en la Biblioteca](#)

Alter, Adam, *Irresistible. ¿Quién nos ha convertido en yonquis tecnológicos?*, Paidós, Barcelona 2018 [Localízalo en la Biblioteca](#)

Álvarez de las Asturias, Nicolás, Buch, Lucas, Álvarez de las Asturias, María, *Una decisión original. Guía para casarse por la Iglesia*, Palabra, Madrid 2017 [Localízalo en la Biblioteca](#)

Anderson, Carl A. y Granados, José, *Llamados al amor. Teología del cuerpo en Juan Pablo II*, Didaskalos, Madrid 2019 [Localízalo en la Biblioteca](#)

Arribas, Pablo, *El universo de lo sencillo. 50 reflexiones para crecer y amar como valientes*, Nube de tinta, Madrid 2016

Arribas, Pablo, *Cabeza, corazón y tripa. Amar es fácil si sabes cómo, cuándo y con quién*, Nube de tinta, Madrid 2017

Artigas, Mariano, Turbón, Daniel, *Origen del hombre. Ciencia, Filosofía y Religión*, Eunsa, Pamplona 2007 [Localízalo en la Biblioteca](#)

Ayala, Francisco J., *Evolución para David*, Laetoli, Pamplona 2014 [Localízalo en la Biblioteca](#)

Brage, José, *Cuerpos de gloria. Introducción a la Teología del cuerpo de Juan Pablo II*, Palabra, Madrid 2019 [Localízalo en la Biblioteca](#)

Brizendine, Louann, *El cerebro femenino. Comprender la mente de la mujer a través de la ciencia*, RBA Bolsillo, Barcelona 2018 [Localízalo en la Biblioteca](#)

Brown, Brené, *Los dones de la imperfección*, Gaia, Madrid 2019

Burggraf, Jutta, *Libertad vivida con la fuerza de la fe*, Rialp, Madrid 2006 [Localízalo en la Biblioteca](#)

Burke, Cormac, *Luces y sombras del amor*, Rialp, Madrid 2015 [Localízalo en la Biblioteca](#)

Castillo, Gerardo, *Confidencias de casados, famosos y felices. Claves para crecer como matrimonio*, Amat, Barcelona 2006 [Localízalo en la Biblioteca](#)



Carr, Nicholas, *Superficiales. ¿Qué está haciendo internet con nuestras mentes?*, Taurus, Barcelona 2016 [Localízalo en la Biblioteca](#)

Carr, Nicholas, *Atrapados. Cómo las máquinas se apoderan de nuestras vidas*, Taurus, Madrid 2014 [Localízalo en la Biblioteca](#)

Cerioti, Mariolina, *Erótica y materna. Un viaje al universo femenino*, Rialp, Madrid 2018 [Localízalo en la Biblioteca](#)

Cerioti, Mariolina, *Masculino. Fuerza, eros, ternura*, Rialp, Madrid 2019 [Localízalo en la Biblioteca](#)

Cerioti, Mariolina, *La familia imperfecta. Como convertir los problemas en retos*, Rialp, Madrid 2019 [Localízalo en la Biblioteca](#)

Chapman, Gary D., *Los cinco lenguajes del amor: el secreto del amor que perdura*, Unilit, Miami, 2011 [Localízalo en la Biblioteca](#)

Chapman, Gary D., *Lo que me hubiera gustado saber antes de casarme*, Portavoz, Michigan, 2010 [Localízalo en la Biblioteca](#)

Chiclana Actis, Carlos, *Atrapados en el sexo: el amargo placer de la hipersexualidad*, Almuzara, Córdoba 2013 [Localízalo en la Biblioteca](#)

Conen, Cristian, *El amor en tu camino de vida (diálogo con jóvenes de Grupo Sólido acerca del amor sexuado)*, Dunken, Buenos Aires 2017

Contreras, José María, *Si de verdad me quieres*, Yumelia, Madrid 2015 [Localízalo en la Biblioteca](#)

Contreras, José María, *El conocimiento del otro. El noviazgo*, Teconte, Madrid 2016 [Localízalo en la Biblioteca](#)

Contreras, José María, *Pequeños secretos de la vida en común*, Palabra, Madrid 2019 [Localízalo en la Biblioteca](#)

Dyer, Wayne, *Tus zonas erróneas*, Penguin Random House, Barcelona 2018 [Localízalo en la Biblioteca](#)

Evert, Crystalina, *Feminidad pura*

Evert, Jason y Crystalina, *Cómo encontrar a tu alma gemela sin perder tu alma*, Totus Tuus, Denver 2015

García-Morato, Juan Ramón, *Creados por amor, elegidos para amar*, Eunsa, Pamplona 2005 [Localízalo en la Biblioteca](#)

García-Morato, Juan Ramón, *Crece, sentir, amar: afectividad y corporalidad*, Eunsa, Pamplona 2002 [Localízalo en la Biblioteca](#)



Goleman, Daniel, *Inteligencia emocional*, Kairós, Barcelona 2003 [Localízalo en la Biblioteca](#)

Gottman, John y Silver, Nan, *Siete reglas de oro para vivir en pareja*, Random House Mondadori, Barcelona 2000

Grosjean, Pierre-Hervé, *Amar, pero ahora en serio*, Rialp, Madrid 2015 [Localízalo en la Biblioteca](#)

Grün, Anselm, *La escuela de las emociones*, SalTerrae, Santander 2014 [Localízalo en la Biblioteca](#)

Guardini, Romano, *Las etapas de la vida*, Palabra, Madrid 1997 [Localízalo en la Biblioteca](#)

Guardini, Romano, *Una ética para nuestro tiempo*, Lumen, Argentina, 1963 [Localízalo en la Biblioteca](#)

Guardini, Romano, *Cartas sobre la formación de sí mismo*, Palabra, Madrid 2000 [Localízalo en la Biblioteca](#)

Havard, Alexandre, *Creados para la grandeza*, Eunsa, Pamplona 2019 [Localízalo en la Biblioteca](#)

Havard, Alexandre, *Del temperamento al carácter. Cómo convertirse en un líder virtuoso*, Eunsa, Pamplona 2019 [Localízalo en la Biblioteca](#)

Hernández Urigüen, Rafael, *Noviazgo: ¿seguros? Ideas para acertar*, Yumelia 3ª edición, Madrid 2012 [Localízalo en la Biblioteca](#)

Irala, Jokin de, *El valor de la espera*, Palabra, Madrid 2011 [Localízalo en la Biblioteca](#)

Leonardi, Mauro, *Como Jesús: la amistad y el don del celibato apostólico*, Palabra, Madrid 2015 [Localízalo en la Biblioteca](#)

Lewis, C.S., *Los cuatro amores*, Rialp, Madrid 2014 [Localízalo en la Biblioteca](#)

Lombo, J.Á. y Giménez Amaya, J.M., *La unidad de la persona. Aproximación interdisciplinar desde la filosofía y la neurociencia*, Eunsa, Pamplona 2013 [Localízalo en la Biblioteca](#)

Lombo, J.Á. y Giménez Amaya, J.M., *Biología y racionalidad. El carácter distintivo del cuerpo humano*, Eunsa, Pamplona 2016 [Localízalo en la Biblioteca](#)

Lopez Recalde, Ana, Lopez-Goñi, Ignacio y Diaz Suárez, Azucena, *Princesas de cristal*, Arcopress, España 2019 [Localízalo en la Biblioteca](#)

Manglano, José Pedro, *Construir el amor. Es posible si sabes cómo*, Madrid 2017



[Localízalo en la Biblioteca](#)

Marín, José María, Sánchez-Cervera, Javier y Sanz, Jaime, *¿Has pasado la itv en tu matrimonio?*, Palabra, Madrid 2019 [Localízalo en la Biblioteca](#)

Martí García, Miguel Ángel, *La ilusión*, Eunsa 2ª edición, Pamplona 1995 [Localízalo en la Biblioteca](#)

Martí García, Miguel Ángel, *La intimidad*, Yumelia 3ª edición, Madrid 1998 [Localízalo en la Biblioteca](#)

Martí García, Miguel Ángel, *La sensibilidad*, Yumelia, Madrid 1999 [Localízalo en la Biblioteca](#)

Martí García, Miguel Ángel, *La convivencia*, Yumelia 3ª edición, Madrid 1999 [Localízalo en la Biblioteca](#)

Martí García, Miguel Ángel, *La afectividad. Los afectos son la sonrisa del corazón*, Yumelia 3ª edición, Madrid 2008 [Localízalo en la Biblioteca](#)

Martín Asuero, Andrés, *Con rumbo propio. Disfruta de la vida sin estrés*, Plataforma 22ª edición, Barcelona 2018 [Localízalo en la Biblioteca](#)

Meeker, Meg, *Padres fuertes, hijas felices*, Ciudadela, Madrid 2016 [Localízalo en la Biblioteca](#)

Montalat, Ramon, *Los novios. Los misterios de la afectividad*, Palabra, Madrid 2001

Morrow, T.G., *Noviazgo cristiano en un mundo súper sexualizado*, Rialp, Madrid 2018 [Localízalo en la Biblioteca](#)

Munilla, José Ignacio y Ruiz Pereda, Begoña, *Sexo con alma y cuerpo*, Freshbook, Madrid 2015 [Localízalo en la Biblioteca](#)

Novo, Javier, *Evolución. Para creyentes y otros escépticos*, Rialp, Madrid 2018 [Localízalo en la Biblioteca](#)

Nubiola, Jaime, *Vivir, pensar, soñar*, Rialp, Madrid 2017 [Localízalo en la Biblioteca](#)

Pedraz, Juan L., *Tres trampas en el noviazgo*, Liturgical PR, 2003

Pérez, Anxo, *Los 88 peldaños del éxito*, Planeta, Barcelona 2017 [Localízalo en la Biblioteca](#)

Piñero, Ricardo, *La aventura de ser humano*, Síndéresis, Madrid 2020 [Localízalo en la Biblioteca](#)

Pontificio Instituto Juan Pablo II, *Aprender a amar. 30 preguntas para no equivocarse en la aventura más importante de la vida*, BAC, Madrid, 2012



Rico Iribarne, José-Jaime, *Comprometerse con el amor auténtico : las claves del matrimonio*, Palabra, Madrid 2011 [Localízalo en la Biblioteca](#)

Ratzinger, Joseph, *Creación y pecado*, Eunsa, Pamplona 2005 [Localízalo en la Biblioteca](#)

Rojas Estapé, Marian, *Cómo hacer que te pasen cosas buenas*, Planeta, Barcelona 2019 [Localízalo en la Biblioteca](#)

Santandreu, Rafael, *El arte de no amargarse la vida*, Grijalbo, Barcelona 2011 [Localízalo en la Biblioteca](#)

Santandreu, Rafael, *Las gafas de la felicidad*, Grijalbo, Barcelona 2014

Santandreu, Rafael, *Ser feliz en Alaska*, Grijalbo, Barcelona 2016

Santos, Rafaela, *Mis raíces. Familia, motor de resiliencia*, Palabra, Madrid 2019

Sarrais, Fernando, *Madurez psicológica y felicidad*, Eunsa, Pamplona 2013 [Localízalo en la Biblioteca](#)

Schlatter Navarro, Javier, *Ser felices sin ser perfectos*, Eunsa, Pamplona 2016 [Localízalo en la Biblioteca](#)

Seligman, Martin E. P., *La auténtica felicidad*, Penguin Random House, Barcelona, 2018 [Localízalo en la Biblioteca](#)

Sonnenfeld, Alfred, *Serenidad. La sabiduría de gobernarse*, Rialp, Madrid 2018 [Localízalo en la Biblioteca](#)

Tolentino Mendonça, José, *Pequeña teología de la lentitud*, Fragmenta, Barcelona 2019 [Localízalo en la Biblioteca](#)

Tolentino Mendonça, José, *Hacia una espiritualidad de los sentidos*, Fragmenta, Barcelona 2016

Tolle, Eckhart, *El poder del ahora*, Gaia Ediciones, Madrid 2001 [Localízalo en la Biblioteca](#)

Vázquez Vega, Antonio, *Noviazgo para un tiempo nuevo*, Hacer familia, Madrid 1996

Viladrich, Pedro-Juan y Castilla de Cortázar, Blanca, *Antropología del amor. Estructura esponsal de la persona*, Eunsa, Pamplona 2019 [Localízalo en la Biblioteca](#)

Wojtyla Karol, *Los jóvenes y el amor. Preparación al matrimonio*. Encuentro, Madrid 2018 [Localízalo en la Biblioteca](#)



Universidad
de Navarra

Young, Ben y Samuel, Adams, *Los diez mandamientos del noviazgo*, Caribe
Nashville, Miami 1999

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

Despacho Capellanía Edificio Amigos: Lunes, jueves y viernes de 10:00 a 13:00.

Si es posible, escribir previamente a mvaldesm@unav.es



Asignatura: Quantitative Methods II A_20 (F. Económicas)

Guía Docente

Curso académico: 2020-21

Presentation

<http://www.unav.edu/asignatura/quantitative-methods-ii-a-econom/>

Quantitative Methods II A_20 (F. Económicas)

Description of the course: The objective of this course is to provide the basic elements of linear algebra and optimization, necessary for learning other subjects of the degrees in Economics and Business Administration and Management.

The subject is essential to understand and use the quantitative economic models and to solve complex problems with many variables (impossible to synthesize intuitively). In addition, the subject helps to streamline reasoning, structure the mind, facilitate abstract thinking and the capacity for interrelation.

Facultad: School of Economics and Business

Department: Economics

Degrees: ADE+Dat.A b., ADE+Finan.b, ADE+GenMan.b, ADE+Innov.b

Subject: Basic

ECTS: 6 (150 h)

Year: 1º

Semester: 2º

Language: English

Start and ending dates: according to the academic calendar

Schedule: Wednesday from 10:00 to 12:00 and Thursday from 12:00 to 14:00

Classroom: Wednesday: B1, Thursday: B2.

Teachers: Ignacio Rodríguez Carreño, irodriguez@unav.es, office 2080 and Anastasia Terskaya, aterskaya@unav.es, office 4050

Attendance to class:

Students that are on campus (*):

ADEb+GM/ADEb+DA:

- Wednesdays, 10:00 – 12:00 h., classroom B1, Amigos Building

ADEb+FA/ADEb+IE:



- Thursdays, 12:00-14:00, classroom B2, Amigos Building

(* Please, avoid coming to the University if you are experiencing symptoms or have been in contact with someone who has the virus. In those circumstances, you will be able to follow the sessions online (see details below).

Students that are off-campus (ONLY WITH THE APPROVAL OF DIRECCIÓN DE ESTUDIOS):

- Off-campus students are expected to attend the (on-campus) sessions online (by Zoom) if their local time is compatible. Students will have the chance to participate in the sessions and ask questions in the same conditions as on-campus students.
- Some (on-campus) sessions will be recorded and will be available for off-campus students located in time zones not compatible with the regular time of the sessions.
- There will be specific online sessions (by Zoom) arranged for off-campus students at convenient times.

Competences

Basic:

CB1) That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects involving knowledge from the cutting edge of your field of study

CB5) That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy

General skills:

CG3) Mastering computer, mathematical or technical tools relevant to academic and professional activity in economic and business matters.

CG5) Reason autonomously and critically on issues relevant to the economic and business

Specific competences (ADE):

CE10) Apply mathematical reasoning and / or quantitative tools to solve problems associated with decision-making in the company



Program

Part 1 Linear Algebra

Chapter 1: Matrices, determinants and systems

- 1.1. Definition of matrix
- 1.2 Operations with matrices
- 1.3 Special kinds of matrices
- 1.4 Determinant of a matrix
- 1.5 Rank of a matrix
- 1.6 Invertible matrices
- 1.7 Systems of linear equations
- 1.8 Systems of nonlinear equations

Chapter 2: Applications of matrices and systems

- 2.1 Matrix applications
- 2.2 Applications of systems of equations

Chapter 3: Linear Programming

- 3.1 Introduction
- 3.2 Mathematical model: structure of a linear programming problem
- 3.3 Graphical solution. Feasible region
- 3.4 Types of solutions in a linear programming problem
- 3.5 Vertex solutions

Part 2: Multivariate Calculus and Optimization



Chapter 4 Multivariate functions

4.1 Functions of two variables

4.2 Functions of several variables

4.3 Derivatives of multivariate functions. Partial Derivatives

4.4 The Chain Rule

4.5 Implicit function theorem

4.6 Homogeneous and Homothetic functions. Euler's Theorem

4.7 Linear approximations. Differentials

4.8 Partial Derivatives Applications

Chapter 5: Unconstrained optimization

5.1 Functions of two variables

5.2 Critical points of a function

5.3 Extreme Value Theorem

5.4 Second order conditions, maxima and minima of a function

5.5 Convex sets. Convex and Concave functions

5.6 Second derivative tests for concavity and convexity

5.7 Envelope theorem for unconstrained problems

Chapter 6: Optimization with equality constraints

6.1 Formulation of the problem

6.2 The substitution method

6.3 The Lagrange multiplier method

6.4 The meaning of the multiplier



6.5 Sufficient conditions

6.6 General Lagrangian problems.

6.7 Envelope theorem for constrained problems

Chapter 7: Optimization with inequality constraints

7.1 Kuhn-Tucker method for one inequality constraint

Educational activities

Activities:

In this section the overall methodology of the subject is detailed and the student's workload hours are estimated. There will be face-to-face and non-face-to-face activities.

Video classes: (30 total hours)

This section includes the theoretical classes

- a. Theoretical classes. 15 classes of 2 hours, the most important points of each topic from the notes of the subject given by the teacher will be exposed. The theory of the subject will be explained with examples and economic applications.

Face-to-face classes: (30 total hours)

This section includes the practical classes of problems that will be given in small groups.

- a) Practical classes. 15 classes of 2 hours. Key problems of advanced difficulty of the different topics are solved. Students will be divided into 2 groups to attend one face-to-face class per week.

Office hours:

During each week of the course and according to the academic calendar, there will be 3 hours dedicated to online office hours at the time indicated in the office hours section. These office hours may be used to resolve doubts raised by students

Personal study: (80 hours)



The main non-presential activity will be the personal study of the subject.

The minimum number of hours estimated is 75, although this number may be increased depending on the level of the student and their prior knowledge of the subject.

Project: (4 hours)

This section consists of the approximate hours devoted to preparing the project for the subject and presenting the project. The project will be delivered at the end of the course. The project consists in:

- a) Description and modelling of a real economic or social problem that can be presented in the form of a mathematical model
- b) Solving this problem using the methods learned in class.

The project will be carried out in a group., You will have to present your work in a video of 5 minutes long.

Evaluation: (6 hours)

It corresponds to the hours of the exam and the hours of tests in class. In total, throughout the course, there will be 9 hours of written exam (partial and final).

Assesment

Evaluation of undergraduate students

Honesty Policy

We value honesty. There can be no trust or meaningful social relationships without it. Therefore, the Faculty expects honesty and justice from all its members: professors, administrative staff and students. The dishonesty will be sanctioned in accordance with the University Norms on the Academic Discipline of Students of August 2015 that include lying, cheating on exams, and plagiarism of written works. We take these offenses seriously. Depending on its severity, the subject teacher, the vice-dean of students, and in very serious cases, the vice-rector of students will be in charge of its sanction.

Sanctions include:

- formal reprimands
- expulsion from the University for a period
- loss of examination session



- Loss of scholarships suspended in the grade of the work or the subject

Ordinary evaluation:

SE2. Project

It will consist of carrying out a project of the subject that includes group work that will include a video with a presentation on it (20%)

SE3. Partial evaluation of theoretical and practical content:

1. First intermediate check. It will consist of taking an exam lasting 1 hour and a half. It is scheduled for the 4th of the course. It will have a value of 15% of the final grade of the ordinary evaluation.
2. Midterm exam. It will consist of taking a 3-hours exam. It is scheduled for the 7th week of the course (February 22-26). It will cover topics 1-3 of the subject. It will have a value of 30% of the final grade of the ordinary evaluation.
3. Second intermediate check. It will consist of taking an exam lasting 1 hour and a half. It is scheduled for the 12th week of the course. It will have a value of 15% of the final grade of the ordinary evaluation.

SE4. Final evaluation of theoretical and practical content:

In case the first midterm exam has been passed:

It will cover only topics 4-7 of the subject. It will have a value of 30% of the final grade of the ordinary evaluation and will consist of taking a 2-hour exam.

If the first midterm exam has been failed, the exam will be carried out in two stages:

1. It will cover topics 1-3. It will consist of taking a 2-hour exam.
2. It will cover topics 4-7. It will consist of taking a 2-hour exam.

The average grade of the two exams will have a value of 30% of the final grade of the evaluation.

Extraordinary evaluation:

In case of not passing the subject and using the extraordinary evaluation, the percentages of the evaluation system will become:

SE2. Project: 5%

SE3. Intermediate tests: Test 1 (10%), Test 2 (10%), Midterm (15%). Total: 35%

SE4. Final evaluation of theoretical and practical content: The student will take a



final exam of 3 hours that will include all the topics. It will have a value of 60% of the final grade of the extraordinary evaluation

Bibliography and resources

Bibliography and resources

Quantitative Methods II for Economics and Business Administration Students. Ignacio Rodríguez & Anastasia Terskaya.

Matemáticas para la Economía. Jarne G., Pérez-Grasa I., Minguillón E. Ed. McGraw Hill. [Localízalo en la Biblioteca](#)

Mathematics for Economists. Carl P. Simon and Lawrence Blume. WW Norton & Co. [Localízalo en la Biblioteca](#)

Essential Mathematics for Economic Analysis. Knut Sydsaeter, Peter Hammond, Arne Strøm and Andrés Carvajal. Fifth Edition. Ed. Pearson. [Localízalo en la Biblioteca](#)

Complimentary Bibliography

Matemáticas para la Economía. Programación Matemática y Sistemas Dinámicos. Isabel Pérez-Grasa, Esperanza Minguillón, Gloria Jarne. Ed. McGrawHill. [Localízalo en la Biblioteca](#)

Fundamental methods of mathematical economics/Alpha C. Chiang, Kevin Wainwright. Boston, Mass.: McGraw-Hill/Irwin. [Localízalo en la Biblioteca](#)

Office hours

Professor Ignacio Rodríguez Carreño, irodriguez@unav.es: Office 2080. 2nd floor, corridor. Office hours: Thursdays from 15:30 to 18:30 h.

Professor Anastasia Terskaya, aterskaya@unav.es : Office 4050. 4nd floor, tower. Office hours: Mondays from 15:30 to 18:30 h.



Universidad
de Navarra

Asignatura: Applied business tools B (F. Económicas)

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/applied-business-tools-beconom/>

APPLIED BUSINESS TOOLS B

INTRODUCTION:

As ICTs are getting more and more important in this evolving world, having a good grasp of different tools applied in businesses is a must to a well-educated student of Business Administration or Economics who wants to contribute to the development of companies and institutions. These kinds of tools enhance productivity, so it is very important to know how to use them effectively.

The subject will focus mainly, but not only, on the use of spreadsheets to solve quantitative problems coming from the Operational areas of different kind of businesses. It is a hands-on subject, so there will be several cases to do during the course.

General Info:

OB Subject

ECTS: 3 (75 working hours)

First year, first semester

Applied Business Tools A

Starting date: 01.09.2020

Ending date: 01.12.2020

Timetable: Tuesday 8 to 10



Universidad
de Navarra

Classroom: Amigos Building, Basement 1 Room B2

Professor: Alvaro Goñi Alegre (agoniale@external.unav.es)

Business Administration Profile:

Módulo: III. Quantitative methods

Materia: III.1 Quantitative methods

Economics Profile:

Módulo: III. Quantitative methods

Materia: III.1 Quantitative methods

Competencias

COMPETENCES:

- Basic – Business Administration and Economics

BC4 - Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.

- Specific – Economics

SC5 - To apply mathematical reasoning and/or quantitative tools to the analysis of economic reality

SC6 - To judiciously use computer apps in the quantitative and/or qualitative analysis of economic and/or business matters



Programa

PROGRAM

First Part: Basic Concepts:

1. Intro to Excel: concepts and first steps.
2. Basic calculations with Excel: intro to fomulas
3. Preparing data to work with: filtering, sorting, merging, grouping/conditional formatting, tables
4. Basic use of some formulas: count, sum, sumif, countif, vlookup.... Basic graphs
5. Pivot tables (pivot charts, slicers).

Second Part: Uses in the Operations Area:

6. Production planning.
7. Optimization problems.
8. Quality control.

Actividades formativas

Activities	Name	Description
A	Common Workbook activities	Basic Exercises done by students applying Excel different techniques
B	Cases	Solving cases about different challenges people has to face in different business departments, especially in those related to operations. Sometimes, they will be done in class, sometimes students will have to do them on their own
C	Videos	Watching videos with explanations prior to apply certain functions or Excel techniques. Questions about these videos could be asked by different means
D	Notes	Reading notes and answering questions
E	Teacher Explanations	Brief explanations about how to use Excel
F	Questionnaires	Brief questionnaires to be sure students are learning correctly
G	Class Discusions	Discussions in class about the way to use the outcomes from Excel in the day to day decision making

Evaluación



December

Activity 1

Activity 2 50%

Activity 3

Final

Exam

50%

Very important: You will need at least 4 points out of 10 in the final exam to pass .

June

Activity 1

Activity 2 30%

Activity 3

Final

Exam

70%

Very important: You will need at least 4 points out of 10 in the final exam to pass .

Bibliografía y recursos

BIBLIOGRAPHY AND RESOURCES

Each student will have a guide with notes for using the tools that will be explained in class. The guide will be given to students chapter by chapter as the explanation progresses. However, if anyone wants to look for extra material, there are many books and resources about the subject. Some of them are (It is not necessary to buy any of them; the guide will be enough):

1. Kevin Wilson (Author). Essential Office 365 Second Edition: The Illustrated Guide to Using Microsoft Office (Computer Essentials). [Localízalo en la Biblioteca](#)
2. Yolanda Baker (Author). Microsoft Teams for Education: 2020 Beginner's Guide to Mastering Office 365 Microsoft Teams for Online Learning and Online Meetings. [Localízalo en la Biblioteca](#)
3. James Bernstein (Author). Google Apps Made Easy: Learn to work in the cloud (Computers Made Easy Book 7).
4. Alejandro Lago (Author). Operations Management for executives. [Localízalo en la Biblioteca](#)



[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

From 14.10.2020 (To strictly follow the rules)

Office hours on Tuesdays from 10.15 A.M. to 12.15 P.M. (Any doubts will be solved by Zoom to prevent Covid contagion, to allow people who are confined or cannot come to Pamplona having the same opportunities and to be able to share screens avoiding contact - social distance, not touching the same keyboards, screens...). In order to schedule the Zoom meeting, you have to write an email asking for it, at least 24 hours in advance. You will receive an invitation for the Zoom meeting at least with 12 hours in advance.

Subject: "Zoom meeting".

Content: What you want the meeting for.

If you cannot make it on that hours, you can always write an email. Emails will be answered in those two hours in order of arrival (Everything in queue). If there is not enough time to answer questions on those two hours and day, answers will be queued for the following Tuesday.

Doubts should be sent with screenshots showing the problem, the Excel file or whatever. Something like: I do not know why I am having an error in exercise X without a file or the function written down or not saying anything else is not a good policy.. I am not a fortune teller. Without seeing the problem, I cannot guess it.

Subject: "Doubts".

Content: Your problem and files or images about it.

Before 13.10.2020

If you have doubts and you need to contact you teacher, you will have to write an email to:

agoniale@external.unav.es

Subject: "Doubts",

Content: your specific doubts and your hours and days of preference if you want to schedule a meeting.

Please, remember we are facing a difficult situation with Covid, that can affect schedules: some students cannot attend classes and live in different time zones, personal distance measures have to be taken seriously, things can change depending on the evolution of the situation and so on. I will try to be flexible to attend your demands and that's why I ask you to write before, to answer you in the same email or schedule a meeting if needed and avoid waiting times for you as much as possible. Remember that there are plenty of students and you might not be the only one asking for help.



Universidad
de Navarra



Asignatura: Quantitative Methods I A_20 (F. Económicas)

Guía Docente

Curso académico: 2020-21

Introduction

<http://www.unav.edu/asignatura/quantitative-methods-i-econom/>

Quantitative Methods 1 - Group A

• **Course description:**

The aim of this course is to provide the basic tools of Differential and Integral Calculus which are necessary in order to succeed in the following courses that you are studying in the degrees of Economics, Management and Business Administration.

- **Type:** Basic subject
- **ECTS credits:** 6 (approximately 150 working hours)
- **Year:** 1st
- **Semester:** 1st

Language: English (this group and another one)

Degrees: Ab+GM; Ab+FA; Ab+IE; Ab+DA

Module III. Métodos Cuantitativos / III.1. Métodos Cuantitativos

Instructors:

Dulce Redín Goñi (dredin@unav.es)

Chandresh Thakrar (cthakrar@unav.es)

María Castillo Latorre (mclatorre@unav.es) - classes held in Spanish

Course schedule and rooms:

Students that are on campus (*):



Ab+GM /Ab+DA

- Mondays, 8:00-10:00, room B1 Amigos Building
- Wednesdays, 12:00-14:00, room 11 Amigos Building

Ab+IE /Ab+FA

- Wednesdays, 12:00-14:00, room B1 Amigos Building
- Thursdays, 12:00-14:00, room 10 Amigos Building

(*) Please, avoid coming to the University if you are experiencing symptoms or have been in contact with someone who has the virus. In those circumstances, you will be able to follow the sessions online (see details below).

Students that are off campus (ONLY WITH THE APPROVAL OF DIRECCIÓN DE ESTUDIOS)

- Off-campus students are expected to attend the (on-campus) sessions online (by Zoom) if their local time is compatible. Students will have the chance to participate in the sessions and ask questions in the same conditions as on-campus students.
- Some (on-campus) sessions will be recorded and will be available for off-campus students located in time zones not compatible with the regular time of the sessions.
- There will be specific online sessions (by Zoom) arranged for off-campus students at convenient times.

Competencies

Basic Competencies (ADEb):

BC1 - Students must demonstrate that they possess and understand knowledge in an area of study based on a general secondary school education whose content often comes from advanced textbooks, but also includes cutting-edge knowledge in this field of study.

General Competencies (ADEb):

GC4 - To use independent critical reasoning on relevant topics in economics and business.

Program



0- Introduction

1. Intervals and absolute value.
2. Inequalities. Systems of inequalities.
3. Linear and nonlinear systems of equations.

1- Sums

1. Summation notation. Rules for sums.
2. Applications: Newton's Binomial Formula and Price Indices.
3. Double sums.

2- Functions of one variable

1. Basic definitions: notation, domain, and range.
2. Linear functions. Economic models: supply, demand, and equilibrium point.
3. Quadratic functions. Economic models: quadratic optimization.
4. Polynomials. Factoring (remainder theorem, Ruffini). Polynomial division. Rational functions.
5. Power functions.
6. Exponential and logarithmic functions. Different bases. Properties. Equations. Models: population growth and compound interest.

3- Properties of functions

1. Shifting graphs. New functions from old ones. Composite functions.
2. Inverse functions.

4- Derivatives I

1. Definition of a derivative. Geometric interpretation: slopes of curves, tangents, and derivatives. Applications: increasing and decreasing functions, rates of change.
2. Limits: basic rules.
3. Rules for differentiation.
4. Chain rule.
5. Higher-order derivatives.

5- Derivatives II

1. Implicit differentiation.
2. Differentiating the inverse.
3. Approximations: linear and polynomial. Differentials. Taylor's formula.
4. Continuity. Intermediate value theorem.



5. Limits: asymptotes, indeterminate forms, L'Hôpital's rule.

6- Integrals

1. Indefinite integrals: rules.
2. Definite integrals: properties. Areas.
3. Economic applications: consumer and producer surplus.
4. Integration by parts.
5. Integration by substitution. Rational integrals.
6. Improper integrals: infinite intervals of integration, integrals of unbounded functions (optional)

7- Single-variable optimization

1. Simple tests for extreme points.
2. Economic examples.
3. The extreme value theorem.
4. Local extreme points. First and second derivative tests.
5. Inflection points. Concavity and convexity.

Educational Activities

The course will include different face-to-face activities as well as online and personal study activities.

Face-to-face activities:

- 1- Presentation of the subject and problem-solving classes: 55 hours.

Off-campus students are expected to attend the (on-campus) classes online (by Zoom) if their local time is compatible. Some (on-campus) sessions will be recorded and will be available for off-campus students located in time zones not compatible with the regular time of the sessions. There will be specific online sessions (by Zoom) arranged for off-campus students at convenient times.

Total hours from face-to-face activities: 55 hours

Online and personal study activities:

- 1- Visualization of theoretical and practical videos and reading of the recommended bibliography: 15 hours.

The professor will explain the theoretical concepts and their application to Economics and Business through different videos that will be accessible through ADI. Students are expected to complete

these explanations by reading the recommended bibliography for the course.

2- Work out of exercises: 26 hours.

For each chapter, students are expected to work out the exercises from the corresponding problem set to strengthen the knowledge on the topic.

3- Personal study: 46 hours.

The number of hours of personal study may vary in accordance to the student's background on mathematics.

4- Exams (partial and final) and other tests: 8 hours.

Exams and tests will be online.

Total hours from online and personal study activities: 95 hours

Students are expected to attend to **all** face-to-face classes (and/or online classes and/or recorded classes) and devote the due time for online and personal study activities to master the program of the subject and be prepared for all the tests and exams programmed throughout the semester.

The professors will be available to answer questions from the students, as detailed in the section of *Office Hours*.

Assessment

* The value of academic integrity is an important part of the education of our students. The sanctions that could affect the assessment of this subject are included in the [University Regulation regarding Academic Discipline](#) and the [Summary of the Honesty Policy](#) .

The final mark of this course will be the weighted average of the following:

Ordinary evaluation (December):

- **Tests(2):** 15% Dates: 2nd October and 20th November
- **Midterm exam:** 25% Date: 30th October
- **Participation and surprise exercises:** 10%
- **Final exam:** 50% (it is necessary to obtain in this final exam at least 5 out of 10 points in order to take into account the rest of the grades and pass). Date: 9th December
- **Bonus:** 10% (5% attendance and participation, 5% control exercises)



Extra-ordinary evaluation (June):

- **Tests(2):** 5% Dates: 2nd October and 20th November
- **Midterm exam:** 20% Date: 30th October
- **Participation and surprise exercises:** 5%
- **Final exam:** 70% (it is necessary to obtain in this final exam at least 5 out of 10 points in order to take into account the rest of the grades and pass). Date: *to be announced*
- **Bonus:** 10% (5% attendance and participation, 5% control exercises)

Bibliography and Resources

Basic bibliography:

- Sydsaeter, K., Hammond, P., Strom, A. (2012). *Essential Mathematics for Economic Analysis*. 5th Edition. Pearson. [Find it in the Library](#)

Additional bibliography:

- Chiang, A. and Wainwright, K. (2005). *Fundamental methods of Mathematical Economics*. 4th Edition. McGraw Hill. [Find it in the Library](#)
- Larson, R. and Edwards, B.H. (2011). *Calculus*. 9th Edition. McGraw Hill. [Find it in the Library](#)

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Office Hours

Dulce Redín Goñi (dredin@unav.es):

- Online office hours (Zoom) (*): Tuesdays from 18:00hrs to 19:30hrs.
- By email.

(*) students are required to send their questions in advance by email.

Chandresh Thakrar (cthakrar@unav.es):

- Online office hours (Zoom) (*): Thursdays from 18:00hrs to 19:30hrs.
- By email.

(*) students are required to send their questions in advance by email.



Universidad
de Navarra

María Castillo Latorre (mclatorre@unav.es):

- Office 2280 (2nd floor, corridor), Amigos Building - option not available during the pandemic
- Online office hours_Zoom session: Mondays, 18:00-19:30
- By e-mail



Asignatura: CORE- Anthropology (área Ciencias Sociales)

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/anthropology-econ-ade-psic/>

CORE- Anthropology (área Ciencias Sociales)

- **Course description:**

This class will be dedicated to the philosophical study of human beings and the human condition. We will discuss and evaluate various philosophical responses to the following questions:

- 1) what are human beings? Are they animals? Are they purely material beings or do they have an immaterial soul?
- 2) what is the purpose and end of the human life? Does death constitute an obstacle to the meaningfulness of the human life?
- 3) what are the powers of a human individual? Do we have Free Will? Are we really rational?
- 4) how essential to the human condition is the experience of living as a group or community? What are the roles of family, friendship, religion, art, politics, in the constitution and structure of a properly human community?

At the end of the course students are expected to be capable of:

1. identifying the anthropological presuppositions that underlie various contemporary debates in ethics and politics
2. understanding and elaborating sophisticated arguments for or against various philosophical conceptions of human beings
3. achieving a high level of coherence and argumentative justification in their own understanding of human beings, in order to get closer to truth

The work in both semesters will include careful reading and discussion of the texts indicated in the program as “mandatory bibliography”. Students are required to attend classes having read the mandatory texts corresponding to the subjects to be



discussed in class. We will have lectures and discussion-based classes.

- **Character:** Básica/Obligatoria
- **ECTS:** 6
- **Year and semester:** 1st year, annual
- **Language:** English
- **Title:** Anthropology
- **Módulo y materia de la asignatura:** Módulo IV. Contexto humanístico, Materia IV.1. Core Curriculum (Económicas); Módulo IV. Formación personal y social, Materia IV.1. Antropología y Ética (Asistencia de Dirección); Módulo: Formación Básica; Materia: Formación humana y valores profesionales (Magisterio Infantil y Primaria); Fundamentos Pedagógicos; Materia: Formación humana y valores profesionales (Pedagogía); Módulo: Fundamentos de la Psicología. Materia: Formación transversal (Psicología).
- **Professor in charge:** Prof. Miguel García-Valdecasas
- **Professors:** Prof. Jean-Baptiste Guillon, Prof. Miguel García-Valdecasas
- **Schedule:** Martes, 10 a 12 am
- **Room:** AMI-P1-AulaM2

Competencias

Grado en Administración y Dirección de Empresas

- CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio.
- CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía.
- CG2 - Identificar, integrar y utilizar los conocimientos adquiridos en el argumento, discusión o resolución de problemas relevantes para lo económico y empresarial.
- CG5 - Razonar de forma autónoma y crítica en temas relevantes para lo económico y empresarial.
- CG6 - Saber comunicar oralmente o por escrito resultados y análisis de utilidad en lo económico y empresarial.
- CG7 - Conocer los diferentes entornos en los que desarrolla su trabajo: la coyuntura, los mercados, el contexto histórico, legal o humanístico.
- CE14 - Comprender la influencia que el entorno económico tiene en la actividad empresarial.

Grado en Económicas



- CB2 Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
- CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia disciplina.
- CT1 Comprender que es propio del espíritu universitario afrontar de manera crítica y reflexiva el estudio de la propia disciplina en su conexión con el resto de los saberes.
- CT2 Identificar las cuestiones más relevantes de la existencia humana presentes en las grandes creaciones religiosas, humanísticas y científicas y adoptar una postura personal razonada frente a ellas.
- CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia disciplina.

Grados en Magisterio Educación Infantil y Primaria:

- CG 2 -Ser capaz de aplicar los conocimientos adquiridos y de resolver problemas teóricos y prácticos de la realidad educativa
- CB1 - Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
- CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética.
- CE13 - Analizar e incorporar de forma crítica las cuestiones más relevantes de la sociedad actual que afectan a la educación familiar y escolar: impacto social y educativo de los lenguajes audiovisuales y de las pantallas; cambios en las relaciones de género e intergeneracionales; multiculturalidad e interculturalidad; discriminación e inclusión social y desarrollo sostenible
- CE61 - Participar en la actividad docente y aprender a saber hacer, actuando y reflexionando desde la práctica blemas y soluciones en el ámbito de la Pedagogía
- CE2 - Conocer las características de estos estudiantes, así como las características de sus contextos motivacionales y sociales. el ámbito de la Pedagogía.
- CE15 - Conocer y abordar situaciones escolares en contextos multiculturales.
- CE18 - Participar en la definición del proyecto educativo y en la actividad general del centro atendiendo a criterios de gestión de calidad.
- CE23 - Analizar e incorporar de forma crítica las cuestiones más relevantes de la sociedad actual que afectan a la educación familiar y escolar: impacto social y educativo de los lenguajes audiovisuales y de las pantallas; cambios en las relaciones de género e intergeneracionales;



multiculturalidad e interculturalidad; discriminación e inclusión social y desarrollo sostenible.

- CE36 - Conocer el hecho religioso a lo largo de la historia y su relación con la cultura pan> el ámbito de la Pedagogía

Grado en Pedagogía

- CG1 - Que los estudiantes hayan adquirido conocimientos avanzados y demostrado una comprensión de los aspectos teóricos y prácticos y de la metodología de trabajo de la Pedagogía con una profundidad que llegue hasta la vanguardia del conocimiento.
- CG3 - Que los estudiantes tengan capacidad de recopilar e interpretar datos e informaciones sobre los que fundamentar sus conclusiones incluyendo, cuando sea preciso y pertinente, la reflexión sobre asuntos de índole social, científica o ética en el ámbito de la Pedagogía
- CG5 - Que los estudiantes sepan comunicar a todo tipo de audiencias (especializadas o no) de manera clara y precisa, conocimientos, metodologías, ideas, problemas y soluciones en el ámbito de la Pedagogía
- CB1 - Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
- CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
- CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
- CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
- CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
- CE6 - Conocer las bases del desarrollo humano (teóricas, evolutivas y socioculturales).
- CE8 - Conocer los principios y fundamentos de atención a la diversidad en educación, prestando especial atención a los principios de Igualdad entre hombres y mujeres, Igualdad de oportunidades, no discriminación y accesibilidad universal de las personas con discapacidad.

Grado en Psicología

- CG3 - Enfocar los problemas personales y sociales con espíritu crítico



- CG4 - Reconocer y respetar la diversidad cultural, étnica, religiosa, etc., como parte de la dignidad humana; evitando prejuicios y discriminaciones
- CG5 - Establecer relaciones interpersonales satisfactorias con iniciativa, actitud de escucha y compromiso ético
- CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
- CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
- CE10 - Comprender las aproximaciones a la naturaleza del ser humano desde otras ciencias como la Filosofía, la Antropología y la Sociología, reconociendo la diversidad de enfoques y metodologías y valorando las aportaciones de cada una de ellas.

Grado en Asistencia de Dirección

- CG2 - Desarrollar una actitud reflexiva y crítica que permita identificar supuestos y evaluar situaciones en términos de evidencia, con un punto de vista creativo, constructivo y orientado a la resolución de problemas empleando los métodos apropiados dentro del ámbito de las organizaciones
- CG8 - Generar entornos de trabajo fundados en la confianza, honradez, lealtad, compromiso y respeto, observando el principio de confidencialidad por razón del ejercicio profesional.
- CG10 - Promover los valores sociales propios de una cultura de paz que promueva la convivencia democrática, el respeto de los Derechos humanos y de principios fundamentales como la igualdad y la no discriminación.
- CG11 - Reconocer las propias limitaciones y la necesidad de mantener y actualizar su competencia profesional, prestando especial importancia al aprendizaje de manera autónoma de nuevos conocimientos y técnicas y a la motivación por la calidad, asentando las bases de un aprendizaje continuo con un alto grado de autonomía.
- CB1 - Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
- CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que



- incluyan una reflexión sobre temas relevantes de índole social, científica o ética
- CE5 - Reconocer las bases del comportamiento humano y de las relaciones interpersonales en contextos interculturales.
 - CE17 - Identificar y afrontar los conflictos que se originan en el entorno de trabajo mediante la negociación con el fin de que las partes implicadas adquieran una visión más objetiva y global de la situación y descubran o creen elementos que produzcan valor añadido a la relación.

Programa

Part I: what are human beings?

1. the human animal and its place in Nature
2. the human mind: materialism
3. the human mind: dualism
4. the human mind: hylomorphism
5. the identity of persons over time
6. humans as opposed to other animals: the differences

Part II: what are the origin and the purpose of human life?

1. origins of rational beings: darwinian evolution
2. origins of rational beings: anthropic principle and the teleological argument
3. the end of human life: death and the after-life
4. the meaning of human life: individual fate
5. the meaning of human history: humanism, progress and transhumanism

- Second Semester -

Part III: what are the powers of the human animal?

1. Rationality
2. Free Will

3. Emotions
4. Morality
5. Happiness

Part IV: what are the essential characteristics that structure the human community?

6. Society
7. Religion

Actividades formativas

If you want to benefit from taking this course, both in terms of your own learning and of maximizing your grade, you should assume the following responsibilities:

1. BRING YOUR ASSIGNED TEXT TO EVERY CLASS. It is your responsibility to do the reading as it is assigned and to bring the assigned text with you to all classes.
2. Out of respect for your teacher and your colleagues, you must come to class ON TIME. If you consistently come to class late, I will ask you to leave.
3. It is your responsibility to make it on time to the exams. Except in the case of serious illness or genuine emergency, there will be no make-up exam.
4. Plagiarism, or representing other people's ideas and/or arguments as your own, will be treated as a type of academic misconduct for which the University code of conduct foresees some penalties. Discussing ideas and authors with your classmates is permissible, but you are not permitted to copy the structure and content of their papers, or develop together a single answer to your homework assignments. If you are found guilty of plagiarism you will certainly fail that assignment, and you may even fail the course.

I strongly recommend that you read the university's plagiarism guidelines carefully and consult me if you have any further questions:

<http://www.unav.es/facultad/fyl/politica-educativa-plagio>. "El plagio intencional o por precipitacion/inadvertido puede incurrir... el cese de los estudios o la expulsion de la universidad.'

5. The course will include a variety of pedagogical styles, including both lecture, discussion, and group work. Listening to your interlocutor, whether the teacher or your fellow students, is a sign of respect and consideration. Reserve side-conversations with other students for your own time, before or after class.
6. Last but not least, don't be afraid to ask questions! If you don't understand something you probably aren't alone. Do everyone a favour and speak up!



Evaluación

Each semester, you will receive an average grade. The annual grade will be the average of both semesters.

* For the first semester (with Prof. Guillon), the grade will comprise:

- **semestrial exam** (November): written exam **70%**. The November exam will concern the chapters seen in the first semester. Students who get a grade lower than 5/10 in November will have to retake this part in May.

- **groupworks** (during the year): **15%**. Regular groupworks will be organized during the year. These groupworks will not be realized during the class and in the rooms, but you will have to organize your groups online; the groups will be constituted by the professor. The sum of all the groupworks for a semester will give you a grade on 10.

- **reading tests** (during the year): **15%**. You will have to read a chapter or a paper every week, and there will be a short reading test every second week. The sum of all the reading tests for a semester will give you a grade on 10.

* For the second semester (with Prof. Garcia-Valdecasas), the grade will comprise:

- **semestrial exam** (May): written exam **80%**. The May exam will concern the chapters seen in the second semester. Students who get less than 5/10 in May will have to retake the exam in the "sesion extraordinaria" in June.

- **task assignments** (during the year): **20%**. You will have to either read a short piece, or watch an online lecture, or both, and be ready to deliver a task assignment the next week. This task assignment may also involve taking a brief test

- **optional essay** (absolute deadline: late April): for a **bonus of up to 10%** of your second semester grade. On a voluntary basis, students who want to write a personal essay on some ethical question can contact the professor. The professor will validate the topic suggested by the student (example: euthanasia, capital punishment, etc.), and will assign a paper to be read on this topic. The essay itself will consist of a presentation of the argument of the paper and a personal contribution to the philosophical debate (either in agreement or in disagreement with the paper). Length of the essay: between 1.200 and 2.000 words. More guidelines will be provided about how to write a philosophical essay.

Bibliografía y recursos

Bibliography and resources



All assigned texts (journal articles or selected chapters from various books) will be available on the University's AulaVirtual Adi. You do not have to buy any textbook. The following list is just an indication of some important books in the domain from which some chapters may be extracted as assigned texts.

Indicative Bibliography:

Plato, *Apology of Socrates and Crito* [Localízalo en la Biblioteca](#)

Descartes, *Meditations on First Philosophy* [Localízalo en la Biblioteca](#)

Peter van Inwagen, *Metaphysics*, part three “the inhabitants of the world” [Localízalo en la Biblioteca](#)

Eric T. Olson, *What are We? A Study in Personal Ontology* [Localízalo en la Biblioteca](#)

Eleonore Stump, [Localízalo en la Biblioteca](#), part II (“the nature of human beings”) and part III (“the nature of human excellence”)

Thomas Nagel, *The View from Nowhere* [Localízalo en la Biblioteca](#)

Thomas Nagel, *Mortal Questions* [Localízalo en la Biblioteca](#)

Robert Nozick, *The Examined Life* [Localízalo en la Biblioteca](#)

Robert Nozick, *Philosophical Explanations* [Localízalo en la Biblioteca](#)

Stewart Goetz, *The Purpose of Life, A Theistic Perspective* [Localízalo en la biblioteca](#)

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

For the first semester:



Universidad
de Navarra

Dr. Jean-Baptiste Guillon - Library Building Office 2170

Don't hesitate to show up in my office , for any doubts or questions, during my office hours:

Wednesday from 9:30 to 11:00

Thursday from 9:30 to 11:00

or by appointment (jguillon@unav.es)



Asignatura: CORE-Antropología II (Económicas) grupo C

Guía Docente

Curso académico: 2020-21

Presentación

Fundamentos de Antropología

1. Presentación

Esta es una antropología humanista, con base en la tradición filosófica y literaria, que sirve para conocerse a sí mismo.

Se estudian tres cosas

- 1) Las áreas fundamentales de la conciencia humana. Es lo central de la Antropología: los fenómenos del pensamiento, afectividad, creatividad y libertad
- 2) La forma en que las áreas desarrollan la personalidad. A la experiencia sobre esto, se le llama "Humanismo". Por eso, esta parte se llama "Curso de Humanismo".
- 3) Las cuestiones existenciales ante las que se enfrenta toda vida humana: sentido de la vida, felicidad, dolor, muerte, más allá, dignidad de la persona humana.

En la primera parte de la asignatura se estudia la primera área, y en la segunda, las otras dos.

2. Datos de la asignatura

Curso: 1º de Económicas

Duración: Segundo semestre

Horario Curso 2020-2021: Martes, de 10 a 11,45, en el Aula B1, sótano de Amigos

Número de créditos ECTS: 3

Numero de horas de trabajo del alumno: 75 a 90

Profesor: Juan Luis Lorda Iñarra (en [Academia](#); en [Wikipedia](#))

Idioma: Castellano (hay documentación en inglés).

Tipo de asignatura: Básica - Core Curriculum de la Universidad de Navarra

<http://www.unav.edu/web/core-curriculum/inicio>

Plan de estudios: Económicas



Módulo y materia:

- Módulo IV. Contexto humanístico
- Materia IV.1. Core Curriculum

Competencias

Competencias de la asignatura:

Competencias básicas:

CB2) Que los estudiantes sepan aplicar sus conocimientos a su trabajo con una presentación adecuada de argumentos y estén en condiciones de resolver los problemas más usuales dentro de su área de estudio

Para el Grado en Asistencia de Dirección:

CB3) Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética.

Competencias transversales

- CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la economía.

Para el Grado en Asistencia de Dirección:

CT1: Comprender que es propio del espíritu universitario afrontar de manera crítica y reflexiva el estudio de la propia disciplina en su conexión con el resto de los saberes.

CT2: Identificar las cuestiones más relevantes de la existencia humana presentes en las grandes creaciones religiosas, humanísticas y científicas y adoptar una postura personal razonada frente a ellas.

CT3: Descubrir y enjuiciar los presupuestos.

Programa

III. HACERSE Y REALIZARSE

12. La madurez y el ejercicio de la libertad: las ideas de hábito y virtud.
13. La biga de Platón. las 4 virtudes clásicas, prudencia y dominio de sí
14. El sentido ético, justicia, honradez y honestidad.
15. Trabajo, vocación y realización humana. La felicidad como resultado



16. Ante el mal, el sufrimiento y la muerte. Una idea y una respuesta.

17. El sentido del humor y la paradoja, sus dos vertientes: sarcasmo y benevolencia

IV. LAS PREGUNTAS DE FONDO

18. El sentido del universo y de la propia vida, La pregunta por la estructura del universo y del ser humano. la dignidad humana y su espiritualidad (el puesto del hombre en el cosmos)

19. Una idea del más allá, un fundamento trinitario y personal, un camino.

Actividades formativas

Esta información estará disponible para finales de agosto

Evaluación

Esta información estará disponible para finales de agosto

Bibliografía y recursos

Sobre la lectura (curioso video)

<https://www.youtube.com/watch?v=dwh7Z2cRxYk>

Conferencia sobre la lectura (Juan Luis Lorda)

<https://gloria.tv/post/QaGSTNWcFDKG2G7dNKFyUcEjw>

Horarios de atención

Esta información estará disponible para finales de agosto



Asignatura: Financial Accounting I A (F.Económicas)

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/accountingeconm/>

Financial Accounting I A (F.Económicas)

- **Brief description of the subject**

The aim of the Financial Accounting I course is to build a strong foundation for learning about financial reporting . Accounting is the language of business and we will work hard to learn that language, so that students can understand financial documents, stories and presentations. Students will recognise how accounting affects our perception of value creation and management performance. The course covers the key terms and concepts of accounting as defined by the International Financial Reporting Standards, the construction of financial statements, and the methods of recording transactions. Upon completion of the course, students should be able to explain accounting terms, interpret amounts found in financial statements, and predict the consequences of various transactions on the financial results and the financial standing of a company.

- **Type:** Compulsory
- **ECTS:** 6 ECTS
- **Course and semester:** First course, first semester (ECOB / ADEB); Second course, first semester (ECOB+G)
- **Language:** English
- **Grade:** Economía bilingüe, Administración bilingüe.
- **Módulo:** I.Contabilidad y Finanzas.
- **Materia de la asignatura:** I.1.Contabilidad
- **Professor:** Andrés Mesa Toro (amesat@unav.es)
- **Schedule:** **Available in the faculty web page***
- **Room:** Available in the faculty web page.

***Students that are off campus (ONLY WITH THE APPROVAL OF DIRECCIÓN DE ESTUDIOS)**

- Off-campus students are expected to attend the (on-campus) sessions online (by Zoom) if their local time is compatible. Students will have the chance to participate in the sessions and ask questions in the same conditions as on-campus students.



- On-campus sessions will be recorded and will be available for off-campus students located in time zones not compatible with the regular time of the sessions.

Competencias

General competences:

CG4. To use independent critical reasoning on relevant topics in economics and business.

Specific competences:

SC1. To be highly familiar with the General Accounting Plan and the theoretical concepts of accounting and finance.

SC2. To analyse different real cases of accounting and/or financial situations of a company and its future

SC14. To solve specific accounting problems based on the application of the registration and valuation rules of the General Accounting Plan.

Programa

- Topic 1: Introduction to accounting.
- Topic 2: Key accounting terms .
- Topic 3 The accounting process
- Topic 4: The balance sheet and income statement
- Topic 5: Ending a period (Adjustments and closing)
- Topic 6: Cash flow statement (Indirect method)
- Topic 7: Financial statement analysis (Ratio analysis)
- Topic 8: Accounting for manufacturing companies (inventory)
- Topic 9 Inventory (FIFO, LIFO WAC)
- Topic 10 Revenue recognition
- Review and final exam preparation.

Actividades formativas

Face to face classes: 26 hours*



Online classes: 26 hours

*Given the COVID restrictions in terms of rooms capacity we can the students would be divided in two groups: A and B.

- Group A will attend face to face classes on Wednesdays 16:00-18:00 and will attend the Friday class (10-12) online.
- Group B will attend face to face classes on Friday 10:00-12:00 and will attend the Wednesday class (16-18) online.

Group A: Gr. Ade Bilingüe + Data Analytics / Gr. Ade Bilingüe / Gr. Eco Bilingüe + Data Analytics / Gr. Eco Bilingüe + Inter. Economics and Finance/ Gr. Eco Bilingüe.

Group B: Eco bilingue + governance.

*Students that are off-campus will attend class online (Classes will be recorded).

Personal study: preparation of classes, after class study, preparation of exams and minitests: 65 hours

Exams: Midterm, minitests and final exam: 8 hours.

Group assigment: 25 hours.

Office hours: 10 hours (voluntary)

Se recuerda a los alumnos que las sesiones pueden ser transmitidas por videoconferencia e incluso grabadas, y que se encuentran protegidas por derechos de autor. Puede obtenerse más información en la página de acceso a ADI.

Evaluación

Components of evaluation:

1. Final exam: 50%.
2. Midterm exam: 20%. (Online midterm exam: October 14th at 16:00)
3. Minitets 10% (There will be two online ministests September 28 and november 27)
4. Group assigment: 15%
5. Class participation: 5% *

In the extraordinary June exam, grades will be determined as follows:

1. Class participation: 5%
2. Group assigments: 15% (business analysis)
3. Minitests: 10%
4. Exam (June): 70%



Bibliografía y recursos

The main course-books:

- *Global financial accounting and reporting: principles and analysis* by Aerts, W., & Walton, P. J. (2017), Cengage Learning, Andover, UK 4th edition, 2017. [Find it in the library](#)
- *Intermediate Accounting (IFRS edition)* by Kieso, Weygandt, Warfield, Wiley & Sons, 2014. [Find it in the Library](#)
- *Financial Accounting and Reporting: A Global Perspective* by H. Stolowy, M. Lebas and Y. Ding, Cengage Learning, Andover, UK, 5th edition, 2017. [Find it in the Library](#) (ed. 2017)

Additional reading:

- International Financial Reporting Standards (online from ifrs.org, the [European Commission](#), or in a [book edition](#)).
- Scholarly articles and media material provided during classes

Important webpages:

- Financial Accounting Standards Board: www.fasb.org/home
- International Accounting Standards Board: www.ifrs.org
- Instituto de Contabilidad y Auditoría de Cuentas (Ministerio de Economía, Gobierno de España): <http://www.icac.meh.es/>

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

Online office hours (Zoom*) Thursdays 16:30hrs to 18:30hrs

(*) students are required to send their questions in advance by email.



Asignatura: Marketing I B (F. Económicas_20)

Guía Docente

Curso académico: 2020-21

Presentation

<http://www.unav.edu/asignatura/marketing-1beconom/>

Competences

Specific competences:

SC5. To understand consumers' decision-making process for buying and the psychological factors that influence it.

SC6. To analyse goals, strategies and/or projects in the area of marketing.

SC11. To be familiar with market research techniques.

Schedule

Date	Unit	Kotler and Armstrong chapter	Unit title	Group in classroom	Streamed in Zoom	Quiz
12 Jan.		-	Presentation + Introduction to unit 1	Group A	Yes	
14 Jan.	1	1	Marketing: Creating Customer Value and Engagement	Group B	Yes	
19 Jan.	2	2	Company and Marketing Strategy	Group A	Yes	
21 Jan.		-	Practical session: Assignment 1	Group B	No	Quiz 1
26 Jan.	3	5	Consumer Markets and Buyer Behaviour	Group A	Yes	
28 Jan.			Santo Tomás			
2 Feb.	4	7	Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	Group A	Yes	
4 Feb.		-	Practical session: Assignment 2	Group B	No	
9 Feb.	5	8	Products, Services, and Brands: Building Customer Value	Group A	Yes	
11 Feb.	6	9	Developing New Products and Managing the Product Life Cycle	Group B	Yes	
16 Feb.		-	Practical session: Assignment 3	Group A	No	Quiz 2
18		-	*Guest speaker 1 (in class)	Group B	Yes	



Feb.						
23 Feb.	7	10, 11	Pricing Strategy	Group A	Yes	
25 Feb.		-	Practical session: Assignment 4	Group B	No	
2 Mar.	8	12	Marketing Channels: Delivering Customer Value	Group A	Yes	
4 Mar.	9	13	Retailing and Wholesaling	Group B	Yes	
9 Mar.		-	Practical session: Assignment 5	Group A	No	Quiz 3
11 Mar.	10	14	Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy	Group B	Yes	
16 Mar.	11	15	Advertising and Public Relations	Group A	Yes	
18 Mar.		-	Practical session: Assignment 6	Group B	No	
23 Mar.	12	16	Personal Selling and Sales Promotion	Group A	Yes	
25 Mar.		-	*Guest speaker 2	Zoom	Yes	
30 Mar.			Easter			
1 Apr.			Easter			
6 Apr.			Easter			
8 Apr.			Easter			
13 Apr.	13	17	Digital, Online, Social Media, and Mobile Marketing	Group A	Yes	
15 Apr.	13	17	Digital, Online, Social Media, and Mobile Marketing	Group B	Yes	
20 Apr.		-	*Guest speaker 3	Zoom	Yes	
22 Apr.		-	Practical session: Assignment 7	Group B	No	Quiz 4
27 Apr.		-	*Guest speaker 4	Zoom	Yes	
29 Apr.	14	20	Sustainable Marketing: Social Responsibility and Ethics	Group B	Yes	

Methodology

Esta información estará disponible para finales de agosto

Evaluation

Esta información estará disponible para finales de agosto

Bibliography and resources

Main text book:



Universidad
de Navarra

Armstrong, G.; Kotler, P. (2020). *Marketing: An introduction*. Global Edition. 14th edition. Pearson.

Others:

Kotler, P.; Armstrong, G. (2018). *Principles of Marketing*. 17th edition. Pearson. [Localízalo en la Biblioteca](#) (versión impresa, 2016) [Localízalo en la Biblioteca](#) (ebook versión española, 2018)

Fahy, J.; Jobber, D. (2015). *Foundations of Marketing*. McGraw-Hill, 5th edition [Localízalo en la Biblioteca](#)

Other resources:

Biblioguía of Marketing (Library)

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Office hours

Esta información estará disponible para finales de agosto



**Asignatura: Principles of Macroeconomics B_20 (F.
Económicas)**

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/pmacroeconomics-1-beconom/>

Principles of Macroeconomics B_20 (F. Económicas)

- **Breve descripción de la asignatura:** The objective of the course is to introduce the basic concepts and tools used in macroeconomic analysis. In this course, the student will learn how to use and compare different economic models to analyse and understand current economic issues. The course starts with a discussion of how to build and interpret the main data we use for macroeconomic analysis. It then presents the functioning of the real economy and the causes and consequences of inflation in the long-run. The course concludes with the study of the model of aggregate demand and supply, and a discussion of the causes, consequences and policy implications of short-run economic fluctuations.
- **Carácter:** Obligatoria
- **ECTS:** 6
- **Curso y semestre:** 1 curso/ 1 semestre
- **Idioma:** Ingles
- **Título:** Principles of Macroeconomics
- **Módulo y materia de la asignatura:** ADE bilingue: Modulo V. Economía / Materia V.I Economía; ADE bilingue: Modulo I. Economía general / Materia I.2 Macroeconomía;
- **Profesor responsable de la asignatura:** Pedro Garcia del Barrio
- **Profesores:** Pedro García del Barrio; Mirko Abbritti; Julieta Sammartino
- **Horario de atención:** **Pedro GB:** Jueves, de 12:00 a 14:00hs. (o previa cita por email). **Despacho: 3080 (3ª planta de la torre) Edificio Amigos.** | **Mirko A:** Martes, de 10:00 a 12:00hs. | **Julieta S:** Martes, de 10:00 a 12:00hs. **Despacho: 2540 (2º planta torre, Despacho de Doctorandos).**
- **Horario de clases:** Miércoles de 8:00 a 10:00 en el Aula 11 | Viernes de 8:00 a 10:00 en el Aula 16
- **Aula:** Aula 11 - Ed. Amigos (miércoles) | Aula 16 - Ed. Amigos (viernes).

Competencias



Basic Competencies (Management and Economics)

BC1. Students must demonstrate that they possess and understand knowledge in an area of study based on a general secondary school education whose content often comes from advanced textbooks, but also includes cutting-edge knowledge in this field of study.

General competences (Management and Economics)

GC1. To be familiar with different areas of the theory and/or application of economic analysis.

GC2. Identifying, incorporating and using acquired knowledge in argument, discussion and problem solving as they apply to economics and business.

Specific competences (Economics)

SC1. To be familiar with the fundamental concepts and methods of economic theory.

SC3. To use the concepts, theories and models of economic theory to assess the reality of the economic context

Specific competences (Management)

SC17. To explain the value generated by an economic activity for each agent involved in it

Programa

Part 1: Introduction

1. Scope of economic analysis and models

Part 2: The Data in Macroeconomics

2. Measuring a Nation's Income
 - The Economy's Income and Expenditure
 - How to Measure Gross Domestic product (GDP)
 - The Components of GDP
 - Real versus Nominal variables
3. Measuring the Cost of Living
 - The Consumer Price Index
 - Inflation

Part 3: The Real Economy in the Long-Run

4. Production and Growth



- Economic Growth around the World
- Productivity: Role and Determinants
- How to Foster Economic Growth

5. The Financial System

- Financial Institutions
- Saving and Investment in the National Accounts
- The Basic Tools of Finance

6. Unemployment

- How to Measure Unemployment?
- Why is there Unemployment?
- Alternative Theories

Part 4: Money and Prices in the Long-Run

7. The Monetary System

- What is Money?
- Central Banks, Commercial Banks and Monetary Policy

8. Inflation: Causes and Costs

- What Causes Inflation: the Classical Theory of Inflation
- Costs and Benefits of Inflation

Part 5: Short Run Economic Fluctuations

9. Aggregate Demand and Supply

- Key Facts about Economic Fluctuations
- Explaining Short-Run Economic Fluctuations
- The Aggregate Demand Curve
- The Aggregate Supply Curve
- What Causes Recessions?

10. Influence of Economic Policy on Aggregate Demand



- Monetary Policy

- Fiscal Policy

Part 6: The Macroeconomics of Open Economies

11. Open Economy Macroeconomics

- The International Flows of Goods and Capital

- The Prices for International Transactions: Real and Nominal Exchange Rates

- Theories of Exchange Rate Determination

Actividades formativas

Esta información estará disponible para finales de agosto

Evaluación

The final grade of "Principles of Macroeconomics" is calculated on the basis of:

- A test on the Glossary - basic concepts (10% of the grade)
- A midterm exam (30%)
- A final exam (60%)
- Bonus points: class participation (+5%)

Bibliografía y recursos

Main Reference:

Mankiw, G. and Taylor, M.P: Economics, Cengage learning, 2nd edition [Find it in the Library](#)

Complementary References:

Bernanke, B. and Frank, R: Principles of Economics, McGraw-Hill, 3rd edition [Find it in the Library](#)

Krugman, P. and Wells, R.: Macroeconomics, Worth Publishers, 3rd edition. [Find it in the Library](#)

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

Esta información estará disponible para finales de agosto



Asignatura: Principles of Microeconomics B_20 (F. Económicas)

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/pmicroeconomics-1beconom/>

- **Breve descripción de la asignatura:** The subject "Principles of Microeconomics" is the first contact that the undergraduate student has with economic theory. Therefore, it is proposed as the basis that will allow progress in the future in the knowledge and application of Economic Theory, both in the area of Microeconomics and Macroeconomics. Those who follow this course will learn how economists approach the study of the reality that surrounds them, especially the decisions that individuals make and their interaction in the markets. Likewise, you will become familiar with the language and tools of this discipline.
- **Carácter:** Básica
- **ECTS:** 6
- **Curso y semestre:** 1st year, 1st semester
- **Idioma:** english
- **Título:** PRINCIPLES OF MICROECONOMICS
- **Módulo y materia de la asignatura:** V. Economía, V.1. Economía
- **Profesor responsable de la asignatura:** JOSE LUIS PINTO
- **Profesores:** Jose Luis Pinto
- **Horario:** Thursday 08:00-10:00. Friday 12:00-14:00
- **Aula:** Thursday: Sótano 1. Aula B1. Friday: Planta 0 Aula 10
- **Aula:**

Competencias

Students must demonstrate that they possess and understand knowledge in an area of study based on a general secondary school education whose content often comes from advanced textbooks, but also includes cutting-edge knowledge in this field of study.

To be familiar with different areas of the theory and/or application of economic analysis.



To explain the value generated by an economic activity for each agent involved in it.

Programa

I. Introduction:

Think like economists
Scarcity and opportunity cost
The economy as a social science

II. Market operation.

Demand, Supply and Prices
The Market: Demand and Supply
Balance: price and quantity
Shifts in demand and supply
Market adjustment

Elasticity

Price elasticity of demand and supply
Cross price elasticity: complementary and substitute goods
Income elasticity: normal, necessary, luxury and inferior goods

Economic Regulation

Maximum and minimum prices: results
Taxes and subsidies: impact on the market

The Market and Economic Well-being.

Well-being and efficiency
Consumer and producer surplus
Applications: economic regulation and efficiency

Market failures.

Externalities and Public Goods
Asymmetric information: adverse selection and moral hazard
Correction of market failures

IV. Firm behavior

Production Costs
The short-term and long-term production function
Fixed and variable costs. Average and marginal costs
The short-term and long-term cost function

Competitive Markets

Profit maximization
Short-term balance
Long-term balance



The monopoly
Barriers to entry and types of monopoly
Introduction to monopoly behavior
Monopoly regulation

Power and market structure
Market power and price discrimination
Introduction to Oligopoly: The Case of the Duopoly and the Prisoner's Dilemma
Introduction to monopolistic competition

IV. Consumer choice
The Consumer Theory.
Utility function and budget constraint
Maximizing profit

Applications and extensions of the Consumer Theory.
Introduction to uncertainty
Introduction to behavioral economics

Actividades formativas

Esta información estará disponible para finales de agosto

Evaluación

We will follow the Spanish grading system. You will be graded from 0 to 10 and you need a 5 to pass the course. Your final grade will be the weighted average of three components:

1. Final exam: 40%.
2. Homework: 30%.
3. Classroom work: 30% of which:
 - a. 15% will be weekly quizzes that you will do during the lectures.
 - b. 15% will be other types of class participation.

You need at least a 4 in each of the three blocks to pass the course.

Bibliografía y recursos

Robert Frank, Ben Bernanke, Kate Antonovics and Ori Heffetz Principles of Economics McGraw-Hill , 7th edition, 2019.

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

Esta información estará disponible para finales de agosto



Asignatura: Applied tools for Finance B (F. Económicas)

Guía Docente

Curso académico: 2020-21

Introduction

<http://www.unav.edu/asignatura/applied-tools-for-finance-beconom/>

Applied tools for Finance B (F. Económicas)

- **Brief description:** The goal of this course is an introduction into the data treatment and analysis with tools used in most companies in daily basis. This course will apply tools particularly to any area of a company. Students will see that financial and operating issues are not just theory, that they are very useful during decision-making processes and to manage and run any company/department .
- **Character:** Mandatory
- **ECTS:** 3
- **Year and Semester:** 1 year, 2nd semester
- **Language:** English
- **Title:** Applied Tools for Finance A
- **Module:** Quantitative Methods
- **Professor for the course:** Miguel Ángel Casares (macasares@unav.es)
- **Professor in other groups:** Elena Sanjurjo (esanjurjo@unav.es)
- **Schedule:** Friday 10:00 - 12:00
- **Room:** 12

Important Note:

All students must have Windows OS installed in your computers before the first class (Windows 10 is recommended) . If you have MAC OS you should use Bootcamp or a Virtual Machine Software (Parallels Desktop or VMWare...) but it is mandatory to use the last version of Excel for Windows because Excel for MAC lacks some functionalities needed in this course. Besides, Power BI Desktop only runs on Windows machines.

Competencies

Basic Competencies (Management and Economics)

BC5: Students must develop the learning skills required to undertake subsequent studies with a high



level of independence

Specific Competencies (Economics)

SC6: To judiciously use computer apps in the quantitative and/or qualitative analysis of economic and/or business matters

Program

Chapter 1: Introduction to Business Intelligence (BI)

Chapter 2: Power Query

Chapter 3: Data Model

Chapter 4: Real Life Examples

Educational Activities

I. Classroom teaching activities

1. Lectures/Cases

Lectures are given by the professor on the themes indicated in the syllabus with the help of the blackboard, power point presentations, videos and animation movies. The professor will post on ADI the power point presentation, the notes for each topic and some recommendations for further reading.

2. One-to-one tutorials

Each student may have personal interviews with the professor to help him/her with personal study and learning.

3. Evaluation

Exams to assess the successful accomplishment of the objectives

II. Personal work

Students must understand themes covered early in the course to be able to comprehend information presented later in the course, and will have to be able to integrate material learnt throughout the course. Therefore, it is important that they do not fall behind and try to set aside regular times outside of class to work on the course material on a daily basis.

1. Students must read the assigned reading for a subject before the lecture covering that topic. Being familiar with topics beforehand will allow students to get the most out of the lecture.

2. Students should conduct personal study using the professor's notes, notes taken in lectures and recommended books if needed.

3. Students have to prepare oral presentations in English.

Assesment



Class Attendance: **10%** (It is mandatory to come to class unless force majeure)

ADI Quizzes: **20%**

Mid Term Exam: **25%**

Final Exam: **45%** (the minimum grade in the final to pass the course is 4 out of 10). All students who do not get at least a 4 in the final exam will fail de course.

The final grade will be “NO PRESENTADO” “NO SHOW UP” if the final exam is missed.

Any attempt to cheat will be severely penalized.

Criteria to pass the course

Students whose final grade is 5 points or more will pass the course.

Students whose final grade is below 5 points will not pass the course and will be graded as *Suspense*.

Students who do not take the final exam will not pass the course and will be graded as *No presentado*.

Exams review

Students will be able to review the exams in an interview with the professor, after publication of the grades, in a day and place that will be indicated.

Special assessment

For those who do not pass the course or did not take the final exam (grades *Suspense* or *No presentado*) there will be an extraordinary exam.

Students with special learning needs

Accommodation will be provided for students with special learning needs, either regarding the methodology and/or evaluation of the course, but they will be expected to fulfill all course objectives.

Bibliography and Resources

1. **Beginning Power BI: A Practical Guide to Self-Service Data Analytics with Excel 2016 and Power BI Desktop** / by Dan Clark [Localízalo en la Biblioteca](#) (ebook)

2. [Analyzing and Visualizing Data with Power BI](#)



Universidad
de Navarra

Office Hours

Professor: Miguel Angel Casares (macasares@unav.es)

Office: 4070

Fridays: 14:00 - 15:00 (previous appointment by mail)

It will be appreciated if the students send an email to macasares@unav.es in order to arrange a meeting and we'll try to accommodate your time preferences.



Asignatura: CORE-Antropología I (Económicas) grupo D

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/antropologiaissa/>

CORE-Antropología I (Económicas) grupo D

- **Breve descripción de la asignatura:** Mediante la enseñanza de la Antropología se pretende que el estudiante conozca qué y quién es el hombre, desde su origen hasta su muerte, analizando algunas de sus características más importantes, tanto individualmente -su capacidad de conocer y de amar, su libertad y su conciencia-, como en sus relaciones interpersonales - amistad, vida social, trabajo, etc. También se estudia su carácter personal y la transmisión de la vida.
- **Carácter:** Básica
- **ECTS:** 3
- **Curso y semestre:** curso 1º, semestre 1º.
- **Idioma:** Español.
- **Título:** Grado en Economía.
- **Módulo y materia de la asignatura:** IV. Contexto humanístico/ IV.1. Core Curriculum.
- **Profesor responsable de la asignatura:** Ricardo Piñero Moral (rpmoral@unav.es)
- **Horario:** martes de 10:00 a 12:00
- **Aula:** Aula 34 del Edificio Central (2ª planta)
- Esta asignatura pertenece al Core Curriculum de la Universidad <http://www.unav.edu/web/core-curriculum/inicio>

Competencias

PARA EL DOBLE GRADO EN DERECHO Y ADE: COMPETENCIAS

CB2 Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio

CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia



disciplina.

Competencias transversales:

CT1 Comprender que es propio del espíritu universitario afrontar de manera crítica y reflexiva el estudio de la propia disciplina en su conexión con el resto de los saberes.

CT2 Identificar las cuestiones más relevantes de la existencia humana presentes en las grandes creaciones religiosas, humanísticas y científicas y adoptar una postura personal razonada frente a ellas.

CT3 Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia disciplina.

PARA EL GRADO EN ASISTENCIA DE DIRECCIÓN:

CT1: Comprender que es propio del espíritu universitario afrontar de manera crítica y reflexiva el estudio de la propia disciplina en su conexión con el resto de los saberes.

CT2: Identificar las cuestiones más relevantes de la existencia humana presentes en las grandes creaciones religiosas, humanísticas y científicas y adoptar una postura personal razonada frente a ellas.

CT3: Descubrir y enjuiciar los presupuestos antropológicos y las repercusiones éticas de la propia disciplina.

Programa

TEMA I. INDIVIDUO Y CULTURA

1. INTRODUCCION

2. EL ORIGEN DE NUESTRO CONOCIMIENTO. EXPERIENCIA Y CULTURA

- a) El hombre, ser relacional
- b) El hombre, ser social
- c) Influencia de la sociedad en la madurez
- d) Conclusión

3. EL CONTEXTO CULTURAL DEL HOMBRE ACTUAL

- a) La complejidad de la cultura actual. El multiculturalismo
- b) La prevalencia de las concepciones culturales negativas
- c) Los valores positivos de nuestra cultura

TEMA II. EL HOMBRE, SER ORIGINADO



1. INTRODUCCION
2. EL ORIGEN DE LA IDENTIDAD PERSONAL
3. EL ORIGEN DE LOS VALORES
 - a) Condiciones ambientales
 - b) Definición de cultura y transmisión de los valores
4. CUERPO E INTIMIDAD
5. CUERPO Y TEMPORALIDAD

TEMA III. LA AFECTIVIDAD HUMANA

1. INTRODUCCION
2. LA NATURALEZA DE LOS SENTIMIENTOS
 - a) Definición y elementos de los sentimientos
 - b) Clasificaciones de los sentimientos
3. ANALISIS DEL SENTIMIENTO DEL AMOR
 - a) El origen del amor afectivo
 - b) La naturaleza del sentimiento del amor
 - c) equilibrio afectivo
4. SIGNIFICADOS DE LOS SENTIMIENTOS
 - a) El conocimiento resultante de la afectividad
 - b) La reflexión sobre los sentimientos
 - c) La tendencia afectiva
5. SEXUALIDAD, MATRIMONIO, FAMILIA

Actividades formativas



CLASES PRESENCIALES. Exposición de los contenidos del temario de la asignatura, y resolución de dudas, preguntas, posiciones críticas de los alumnos.

ANÁLISIS DE TEXTOS Y RESOLUCIÓN DE CASOS PRÁCTICOS. Relacionados con los temas explicados en clase de forma que puedan reconocer y encuadrar las cuestiones de más relevancia del mundo actual y tener las claves para interpretarlas.

TRABAJO PERSONAL AUTÓNOMO. Lectura y comentario del libro *La aventura de ser humano* contenido en la relación bibliográfica.

SEMINARIO de debate en grupo reducido.

ASESORAMIENTO Sobre las cuestiones, dudas o planteamientos que surjan a lo largo del curso. Se hace durante los horarios señalados.

Evaluación

Asistencia y participación: 30%

Ensayo escrito 1: 20%

Ensayo escrito 2: 20%

Ensayo escrito 3: 30%

Bibliografía y recursos

Manuales:

Yepes R. Aranguren J. *Fundamentos de Antropología*. 6ª edición. Pamplona: EUNSA, 2003. Segunda reimpresión: Septiembre 2009. [Localízalo en la Biblioteca](#)

Piñero Moral, Ricardo: *La aventura de ser humano*, Madrid: Editorial Sínderesis, 2020. [Localízalo en la Biblioteca](#)

Complementaria:

- Aguiló A. *Educación de los sentimientos*. Madrid: Palabra, 2005. [Localízalo en la Biblioteca](#)

- Artigas M. Turbón D. *Origen del hombre*. Pamplona: EUNSA, 2008. [Localízalo en la Biblioteca](#)

- Burgos JM. *Antropología breve*. Madrid: Palabra, 2010. [Localízalo en la Biblioteca](#)

- Chapman, Gary D., *Los cinco lenguajes del amor: el secreto del amor que perdura*, Unilit, Miami, 2011. [Localízalo en la Biblioteca](#)

- Chapman, Gary D., *Lo que me hubiese gustado saber antes de casarme*, Portavoz, Michigan, 2010. [Localízalo en la Biblioteca](#)

- Chiclana Actis, Carlos, *Atrapados en el sexo : el amargo placer de la hipersexualidad*, Almuzara, Córdoba



2013. [Localízalo en la Biblioteca](#)

- Conen, Cristian, *El amor en tu camino de vida (diálogo con jóvenes de Grupo Sólido acerca del amor sexuado)*, Dunken, Buenos Aires 2017.
- Contreras, José María, *Si de verdad me quieres*, Yumelia, Madrid 2015. [Localízalo en la Biblioteca](#)
- García Cuadrado JA. *Antropología filosófica*. Pamplona: EUNSA, 2010. [Localízalo en la Biblioteca](#)
- García-Morato, Juan Ramón, *Creados por amor, elegidos para amar*, Eunsa, Pamplona 2005. [Localízalo en la Biblioteca](#)
- García-Morato, Juan Ramón, *Crecer, sentir, amar: afectividad y corporalidad*, Eunsa, Pamplona 2002. [Localízalo en la Biblioteca](#)
- Goleman, Daniel, *Inteligencia emocional*, Kairós, Barcelona 2003. [Localízalo en la Biblioteca](#)
- Grosjean, Pierre-Hervé, *Amar, pero ahora en serio*, Rialp, Madrid 2015. [Localízalo en la Biblioteca](#)
- Guardini, Romano, *Las etapas de la vida*, Palabra, Madrid 1997. [Localízalo en la Biblioteca](#)
- Hernández Urigüen, Rafael, *Noviazgo: ¿seguros? Ideas para acertar*, Yumelia 3ª edición, Madrid 2012. [Localízalo en la Biblioteca](#)
- Irala, Jokin de, *El valor de la espera*, Palabra, Madrid 2011. [Localízalo en la Biblioteca](#)
- Lewis, C.S., *Los cuatro amores*, Rialp, Madrid 2014. [Localízalo en la Biblioteca](#)
- Lorda JL. *Humanismo I (Los bienes invisibles) y II (Tareas del espíritu)*. Madrid: Rialp 2009-2010. [Localízalo en la Biblioteca](#)
- Manglano, José Pedro, *Construir el amor. Es posible si sabes cómo*, Madrid 2017. [Localízalo en la Biblioteca](#)
- Martí García, Miguel Ángel, *La intimididad*, Yumelia 3ª edición, Madrid 1998. [Localízalo en la Biblioteca](#)
- Martí García, Miguel Ángel, *La sensibilidad*, Yumelia, Madrid 1999. [Localízalo en la Biblioteca](#)
- Martí García, Miguel Ángel, *La afectividad. Los afectos son la sonrisa del corazón*, Yumelia 3ª edición, Madrid 2008. [Localízalo en la Biblioteca](#)
- Pérez de Laborda, Miguel; Soler Gil, Francisco José y Vanney, Claudia E. (Editores), *¿Quiénes somos? Cuestiones en torno al ser humano*, Eunsa, Pamplona 2018. [Localízalo en la Biblioteca](#)
- Rico Iribarne, José-Jaime, *Comprometerse con el amor auténtico: las claves del matrimonio*, Palabra, Madrid 2011. [Localízalo en la Biblioteca](#)
- Ratzinger, Joseph, *Creación y pecado*, Eunsa, Pamplona 2005. [Localízalo en la Biblioteca](#)
- Sarraís, Fernando, *Madurez psicológica y felicidad*, Eunsa, Pamplona 2013. [Localízalo en la Biblioteca](#)
- Wojtyła Karol, *Los jóvenes y el amor. Preparación al matrimonio*. Encuentro, Madrid 2018. [Localízalo en la Biblioteca](#)

[Biblioteca](#) | [Catálogo](#) | [Bibliografías](#)

Horarios de atención

Ricardo Piñero Moral E-mail: rpmoral@unav.es

[Open Office](#)

Despacho 2010 en el Edificio de Bibliotecas

Lunes a Miércoles: 9.00-10.00.

Extensión telefónica: 803480



Asignatura: Fundamentals of Finance_20 (F. Económicas)

Guía Docente

Curso académico: 2020-21

Presentation

<http://www.unav.edu/asignatura/fundamentals-finance-econom/>

Fundamentals of Finance_20 (F. Económicas)

- **Breve descripción de la asignatura:** Fundamentals of Finance
- **Curso y semestre:** Spring
- **Idioma:** English
- **Profesor responsable de la asignatura:** Ignacio Lezaun
- **Profesores:** Teaching assistant - Sanhita Sapatnekar
- **Aula:** 16

Competences

- 1.The role of the Chief Financial Officer
- 2.Statement of cash flows
- 3.Working capital management
- 4.Short-term finance instruments
- 5.The time value of money
- 6.Conclusions

Outline

- 1.The role of the Chief Financial Officer
- 2.Statement of cash flows
- 3.Working capital management
- 4.Short-term finance instruments
- 5.The time value of money
- 6.Conclusions

Actividades formativas

Esta información estará disponible para finales de agosto

Assessment

The assessment will consist of:



- 1) Exercises in class
- 2) Participation
- 3) Final written exam

Bibliography

[Localízalo en la Biblioteca](#): Interpreting and Analyzing Financial Statements 6e. Karen P. Schoenebeck Mark P. Holtzman Pearson Education, Inc

[Localízalo en la Biblioteca](#): Financial Statement Analysis 10e: K.R. Subramanyam - John J. Wild McGraw-Hill International Edition

[Localízalo en la Biblioteca](#): Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective, 7e: Whalen, Baginski and Bradshaw

Global financial accounting and reporting: principles and analysis by Aerts, W., & Walton, P. J. (2017), Cengage Learning, Andover, UK 4th edition, 2017. [Find it in the library](#)

Intermediate Accounting (IFRS edition) by Kieso, Weygandt, Warfield, Wiley & Sons, 2014. Find it in the Library

Financial Accounting and Reporting: A Global Perspective by H. Stolowy, M. Lebas and Y. Ding, Cengage Learning, Andover, UK, 5th edition, 2017. Find it in the Library (ed. 2017)

Financial Accounting and Reporting: An International Approach by Craig Deegan and Anne Marie Ward [Find it in the Library](#)

Office hours

If you need to contact the teachers, you can send an email to ssapatnekar@unav.es to make an appointment.



Universidad
de Navarra

Asignatura: Principles of Business Administration B_20 (F. Económicas)

Guía Docente

Curso académico: 2020-21

Presentación

<http://www.unav.edu/asignatura/principles-business-beconom/>

Principles of Business Administration B_20 (F. Económicas)

Breve descripción de la asignatura / Short description: This course's purpose is to facilitate the development of analytical and critical awareness; especially in relation to business settings. The course is designed in such a way that students start to understand how to formulate, implement and evaluate organisational strategies. Thus, it means to offer students a firm academic base and provide conceptual tools for the effective functioning of the business organization. The course takes into account that it represents the first time that the student encounters topics related to business and management and is, therefore, specifically developed for Bachelor students who desire a first qualification in business studies. Hence, the course takes a more academic than practical approach and focuses on three main areas: a) The development of strategic and critical thought. b) The analysis and implementation of strategy. c) The role of the 'human' factor in strategic management.

Even though the course will not rely on any prior managerial experience on part of the students, it will still contain a clear experiential learning component. Students are expected to hand in a strategic analysis of a company towards the end of the course. This assignment will foster the students' development of strategic awareness and analysis in a practical way.

Carácter / Type: Básica / Basic (B)

ECTS: 6

Curso y semestre / Course and semester: Primer curso, segundo semestre / First course, second semester

Idioma / Language: Inglés / English

Título / Name: Principles of Business Administration

Módulo y materia de la asignatura / Module / Type of content: ADE: II. Organización de Empresa (Business Organization) / II. 1. Gestión Estratégica



(Strategic Management); **ECO**: II. Economía y Empresa (Economics and the Business Firm) / II. 1. Economía y Empresa (Economics and the Business Firm)

Profesor responsable de la asignatura / Responsible professor: Prof. Dr. Marcel Meyer

Profesores / Professors: Prof. Dr. Marcel Meyer

Horario / Timetable: lunes a las 08:00 y miércoles a las 12:00 / Monday, 08.00; Wednesday, 12.00

Aula / Room: (soon to be announced)

Competencias

ADE

Students must demonstrate that they possess and understand knowledge in an area of study based on a general secondary school education whose content often comes from advanced textbooks, but also includes cutting-edge knowledge in this field of study. **(BC1)**

To analyse the process of defining and implementing goals and/or strategies in the company. **(GC7)**

To be familiar with the theoretical and practical aspects of a company, its organizational structure and/or the relationship between its parts. **(SC3)**

To understand the concept of strategy in the context of a company. **(SC4)**

To be familiar with the design of organizational structures. **(SC23)**

To be familiar with the relevance of process analysis in company operations. **(SC25)**

ECO

Students must demonstrate that they possess and understand knowledge in an area of study based on a general secondary school education whose content often comes from advanced textbooks, but also includes cutting-edge knowledge in this field of study. **(BC1)**

Students must develop the learning skills required to undertake subsequent studies with a high level of independence. **(BC5)**

To apply economic logic to specific areas of the company. **(SC12)**

Programa

Course Program:

Introduction

Topic 1: The Business Firm.

Topic 2: The Concept of Strategy.

Part 1: Inside the business: Internal analysis:



Topic 3: Goals, Values, Ideas and Performance.

Topic 4: Analysing Resources and Capabilities.

Topic 5: Organization Structure.

Topic 6: The multi-business corporation.

Topic 7: Processes

Part 2: Oral Presentations (2 classes)

Part 3: The environment: External analysis:

Topic 8: Industry Evolution.

Topic 9: Industry Analysis: The Fundamentals.

Part 4: The human factor: Going above and beyond

Topic 10: Leadership & Motivation & Communication.

In between sessions: To give students early feedback on their written assignments, the course program includes four sessions for students to work in groups on their strategic analysis in predetermined spaces (*seminarios*). (4 classes)

Actividades formativas

Learning Results

On successful completion of the course students will be able to:

- a. Analyse an organisational situation.
- b. Identify key strategic issues in organizations.
- c. Develop and evaluate strategic options to address issues in an organisational setting and deliberate upon strategy implementation issues.
- d. Contrast and critically compare schools of thought in the strategy literature.
- e. Express assessments and ideas in writing and orally.

These learning results are represented and evaluated by the exam, the written assignment, and the oral presentation. Especially through the written assignment the student shows that he/she can apply the knowledge facilitated in class.

Additional information regarding the written assignment:

Students are expected to do a strategic analysis of a company they choose. This strategic analysis should ideally include the following parts:

Outline

Management Summary (1/2 page)

Introduction (1 page)

Company Presentation (2 pages)

External Analysis (2 pages)

Internal Analysis (2 pages)

Analysis of the strategy (2 pages)

Conclusions and Recommendations (1pages)

Bibliography.

The analysis of the strategy should ideally concern the strategic fit between the



company's strategy and the external and internal factors. It should ideally deal with possible problems concerning the company. The length of the written assignment should be around 10 pages (+/- 1 pages). The document (*WORD*) should be typed in Time New Roman size 12 or similar and should be double spaced. The assignment is to be handed in as a PDF (electronically) until the end of the course.

Evaluación

The assessment strategy consists of three components. On the one hand, students must pass a **final exam**. This exam is based on the course content. It is multiple choice. The exam accounts for 50% of the overall grade. It must be passes with a minimum grade of 4,5. On the other hand, students are expected to hand in a **written group assignment** towards the end of the course. This written assignment counts for 25% of the overall grade. The course also contains a mid-term **presentation** (group presentation). This oral presentation accounts for another 25% of the overall grade.

Bibliografía y recursos

Básica / Basic:

Grant, R. (2015). **Contemporary Strategy Analysis** (ninth edition). Hoboken, New Jersey : John Wiley & Sons, Inc. [Find it in the Library](#)

Cameron, K. S., Dutton, J. E., & Quinn, R. E. (2003). **Positive Organizational Scholarship: Foundations of a new discipline**. San Francisco, CA: Berrett-Koehler. [Find it in the Library](#) (ebook)

Cameron, K. S. (2012). **Positive Leadership: Strategies for Extraordinary Performance**. San Francisco, CA: Berrett-Koehler Publishers. [Find it in the Library](#) (ebook)

Complementaria / Additional:

Chan Kim, W., & Mauborgne, R. (2005). **Blue Ocean Strategy: How To Create Uncontested Market Space And Make The Competition Irrelevant**. Boston, MA: Harvard Business School Press. [Localízalo en la Biblioteca](#)

Pina e Cunha, M.; Rego, A.; Simpson, A.; Clegg, S. (2019). **Positive Organizational Behaviour: A Reflective Approach**. Oxfordshire, UK: Routledge (Taylor & Francis Group).

[Biblioteca](#) | [Catálogo](#) | [Biblioguías](#)

Horarios de atención

Tuesdays 10.00 - 12-00



Universidad
de Navarra

Wednesdays 10.00 - 12.00

Please make an appointment by email before you come to my office.

