

3. COMPETENCES Gr. ADE

A) BASIC COMPETENCES

Code	Name	Type
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.	Basic
BC2	Students must know how to apply their knowledge to their work or vocation in a professional way and must have the competences that are usually demonstrated by means of preparing and defending arguments and solving problems within their area of study.	Basic
BC3	Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific and ethical topics.	Basic
BC4	Students must be able to transmit information, ideas, problems and solutions to specialized and general audiences.	Basic
BC5	Students must develop the learning skills required to undertake subsequent studies with a high level of independence.	Basic

B) GENERAL COMPETENCES

Code	Name	Type
GC1	To be familiar with different areas of the theory and/or application of economic analysis.	General
GC2	To identify, integrate and use the knowledge acquired to argue, discuss and solve relevant problems in economics and/or business.	General
GC3	To prepare professional reports and/or multimedia presentations on topics related to economics and/or business.	General
GC4	To use independent critical reasoning on relevant topics in economics and business.	General
GC5	To communicate results and analysis either orally or in writing that are useful to economics and business.	General
GC6	To be familiar with the different contexts in which their work is carried out: the circumstances, markets and historical, legal or human context.	General
GC7	To analyse the process of defining and implementing goals and/or strategies in the company.	General
GC8	To develop expectations, describe scenarios and make estimates using relevant information for the company.	General

C) CROSS-CUTTING COMPETENCES

Code	Name	Type
CCC1	To understand that the university spirit typically involves taking a critical and reflective approach to the study of the chosen discipline in its connection with other knowledge areas.	Cross-cutting
CCC2	To identify the most relevant issues in human existence present in major religious, humanistic and scientific creations and adopt a reasoned stance to them.	Cross-cutting
CCC3	To discover and judge anthropological suppositions and the ethical repercussions of the chosen discipline.	Cross-cutting

D) SPECIFIC COMPETENCES

Code	Name	Type
SC1	To be highly familiar with the General Accounting Plan and the theoretical concepts of accounting and finance.	Specific
SC2	To analyse different real cases of accounting and/or financial situations of a company and its future.	Specific
SC3	To be familiar with the theoretical and practical aspects of a company, its organizational structure and/or the relationship between its parts.	Specific
SC4	To understand the concept of strategy in the context of a company.	Specific
SC5	To understand consumers' decision-making process for buying and the psychological factors that influence it.	Specific
SC6	To analyse goals, strategies and/or projects in the area of marketing.	Specific
SC7	To be familiar with how financial markets work: equity, fixed income, money market and derivative products.	Specific
SC8	To analyse quantitative information on economic and business phenomena and variables using mathematical and/or software tools.	Specific
SC9	To be familiar with the historical evolution of the economy.	Specific
SC10	To analyse the ethical problems of business decisions.	Specific
SC11	To be familiar with market research techniques.	Specific
SC12	To provide a well-argued critical defence of one's own ideas on economic and/or business topics.	Specific
SC13	To be familiar with the workings of the financial instruments available to businesspeople when attempting to finance a company activity, including using company funds and external financing through credit institutions or organized markets, to be able to make well-reasoned decisions on the most suitable options in each case.	Specific
SC14	To solve specific accounting problems based on the application of the	Specific

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	registration and valuation rules of the General Accounting Plan.	
SC15	To analyse data using software tools on specific areas of economics and/or business.	Specific
SC16	To be familiar with the processes of implementing company strategies.	Specific
SC17	To explain the value generated by an economic activity for each agent involved in it.	Specific
SC18	To make judgments on business situations and/or decisions based on economic criteria.	Specific
SC19	To understand financial flows (money) generated by business activities and their relationship with economic flows (resources).	Specific
SC20	To be familiar with the different financing alternatives and needs of the company in terms of liquidity, time frame and risk management to be able to make the most suitable decisions in each case.	Specific
SC21	To be familiar with the relationship between human resource management and the other functions of the company.	Specific
SC22	To be familiar with and apply marketing strategies and policies regarding products, prices, distribution and communication.	Specific
SC23	To be familiar with the design of organizational structures.	Specific
SC24	To be familiar with the structure of the legal system, the rules of the company and the fundamentals of business law.	Specific
SC25	To be familiar with the relevance of process analysis in company operations.	Specific