Universidad de Navarra

Accounting and Finance for Management (FBA)

Guía docente 2026-27

PRESENTATION

Short description: Any manager at a fashion company must integrate financial considerations into company policies; understand the impact of commercial, production and organizational decisions on the resources, benefits, liquidity and value creation of the company and adequately analyze new investment projects. This subject aims to familiarize students with financial concepts in order to improve their evaluation of their decisions. In this respect, it offers the tools required to interpret data and diagnose financial situations at companies. It also includes notions to analyze investment projects and negotiate with banks.

- **Degree:** Executive Master in Fashion Business Administration (FBA)
- **Module and subject**: Fundamentals Module / Accounting and Finance for Management
- **ECTS:** 7
- **Term:** 1,2
- **Type of content:** Required
- **Professors**:
- **Part 1 Financial Accounting:** Luis Llorens
- **Part 2 Finance I:** María Luisa Garayalde
- **Part 3 Finance II:** María Luisa Garayalde
- **Language:** English
- **Room:** 1

COMPETENCIES

CG01 – Development of a problem-solving approach; becoming accustomed to thinking critically and proposing creative solutions to problems.

CG02 - Identification and effective handling of information relevant to the work. Exhaustive management of information sources within the fashion industry and gathering of data, contrasting them with different situations.

CG03 – Development of personal skills for management: prioritizing objectives, programming activities in an appropriate manner and executing them within the foreseen period, revealing a capacity for criticism, reflection, time management, sensitivity to human diversity, in different situations and in different cultures, as well as an ability to continue learning through experience.

CG04 - Achieving effective performance in teamwork environments. Developing the ability to foster an environment of collaboration, communication and trust among team members, as well as diagnosing, facing and resolving interpersonal conflicts without damaging personal relationships.

CG05 – Listening to and conveying ideas effectively, using the appropriate channel at the right time, basing your observations and conclusions on specific data.

CG08 - Acquiring new knowledge, modifying habits and being open to change.

CG09 - Recognizing and addressing the ethical and social responsibility dilemmas in an appropriate manner, applying deontological principles and organizational values to the situations and options that are presented.

CG10 - Developing business leadership, not only as a matter of knowledge, technology or charisma, but becoming aware that it also feeds on generosity, creativity, enthusiasm and the example of one's own behavior, as well as an ability to create a climate of trust among collaborators.

CB6 - Possessing and understanding knowledge that provides a basis or opportunity to be original regarding the development and/or application of ideas, often within a research context.

CB7 - Students should know how to apply the knowledge acquired and have an ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts relating to their area of study.

CB8 - Students should be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9 - Students should know how to communicate their conclusions and knowledge and the ultimate reasons that underpin them to specialized and non-specialized sections of the public in a clear and unambiguous way.

CB10 - Students should have the learning skills that allow them to continue studying in a way that is largely self-directed or autonomous.

CE01 – Students shall acquire the knowledge and precise skills to define and evaluate the "Marketing Mix," the management of operations, the strategy and business model, the financial management and the economic impact of decisions within the fashion industry.

CE02 – Students should develop, from an anthropological point of view, the concepts of motivation, organizational dimension, management style and organizational behavior.

PROGRAM

The subject Accounting and Finance for Management has 7 ECTS, and consists of three parts:

Part 1: Financial Accounting (check the content here)

No. of sessions: 10

Language: English

Professor: Luis Llorens

E-mail: luis.llorensabando@icloud.com

Part 2: Finance I (check the content here)

No. of sessions: 10

Language: English

Professor: María Luisa Garayalde

E-mail: mgarayalde@unav.es

Part 3: Finance II (check the content here)

No. of sessions: 10

Language: English

Professor: María Luisa Garayalde

E-mail: mgarayalde@unav.es

Universidad de Navarra

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

Training Activities

- Face-to-face classes
- Teamwork
- Guided projects
- Tutorials
- Personal study
- Assessment

Teaching Methodology

- Face-to-face classes
- Resolution of practical cases.
- Learning based on problem-solving
- Implementation of practical exercises
- Student's study based on different sources of information
- Completion of off-campus work
- Elaboration of reports
- Personal study

ASSESSMENT

The grade will be the average of noth parts. The grade for each part will depend on the different assessment procedures indicated by each professor in their teaching guide.

All parts must be passed to calculate the average.

Should students fail the final grade, they have a right to a retake test.

Non-attendance shall be taken into account in the final grade.

Percentage of each part with regard to the general grade:

- Accounting 30%

- Finance I 35%

- Finance II 35%

OFFICE HOURS

At the request of the student, the most convenient tutorial times shall be arranged:

- Prof.: María Luisa Garayalde: mgarayalde@unav.es
- Prof. Luis Llorens: luis.llorensabando@icloud.com

BIBLIOGRAPHY

Koller, Goedhart & Wessels: Valuation: Measuring and Managing the Value of Companies (7th. Ed). Ed. McKinsey Company. (2020). Find it in the library

Damodaran: Investment Valuation (3rd Ed.) Ed. Wiley Finance (2012). Find it in the library

Ross, Westerfield & Jordan: Essentials of Corporate Finance (10th Ed.) Ed. McGrawHill (2020)

Brealey, Myers & Allen: Principles of Corporate Finance (13rd Ed.). Ed. McGrawHill (2019) Find it in the library