



Universidad
de Navarra

Applied business tools B

Guía docente 2024-25

PRESENTATION

Introduction and learning objectives

Breve descripción: 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.

- **Degree:** Business Administration and Economics
- **Module in the Degree Program:** III. Quantitative methods. III.1 Quantitative methods
- **ECTS:** 3 (75 working hours)
- **Year:** First year, first semester
- **Type of course:** Compulsory
- **Professor:** Maria Galarza Heras
- **Language:** English
- **Lecture Schedule:** Wednesday, From 8:00 to 10:00; Room B2; S1 Amigos Building.

COMPETENCIES

- 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

PROGRAM

First Part: Basic Concepts:

1. Intro to Excel: concepts and first steps.
2. Basic calculations with Excel: intro to formulas
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 charts
5. Pivot tables (pivot charts, slicers).



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Second Part: Uses in the Operations Area:

1. Production planning.
2. Optimization problems.
3. Quality control.

FORMATIVE ACTIVITIES

- AF1. Lectures. [28 hours]
- AF2. Resolution of online activities during class hours [24 hours]
- AF3. Personal study. Individual study of the eight topics of the course [20 hours]
- AF4. Offices hours 2 hours per week (optional).
- AF5. Evaluation: Final exam of the entire syllabus [3 hours]

ASSESSMENT

ORDINARY CALL

Sum of the percentages of the practical activities (30%), midterm exam (25%) and the final exam (45%).

- SE1. Several practical activities in group 30%. This percentage will be applied to the average of the total number of practical activities.
- SE2. Midterm exam: 25%.
- SE3. Final exam: 45%. This percentage will be applied to an exam of theoretical and practical content.

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

EXTRAORDINARY CALL

Sum of the percentages of the practical activities (30%) and the final exam (70%).

- SE1. practical activities 30% This percentage will be applied to the average of the total number of practical activities that are collected during the course.
- SE2. June-final exam: 70%. This percentage will be applied to an exam of theoretical and practical content.

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

OFFICE HOURS

Dra. María Galarza Heras(mgalarza@unav.es)

- Office 3060, third floor. Torre Edificio de Amigos.
- By appointment, sending an email.



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BIBLIOGRAPHY

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). [Find it in the library.](#)
4. Alejandro Lago (Author). Operations Management for executives. [Localízalo en la Biblioteca](#)