Universidad de Navarra

Introduction to Financial Accounting (FCom)

Guía docente 2026-27

PRESENTATION:

Short description: The objective of this class is to prepare students for jobs requiring a basic knowledge of business records and to introduce the fundamentals of financial accounting for students who wish to go into advanced work in this field. It addresses key financial areas that every marketing manager, not just the finance team, should understand. It examines how organizations are financed, both from external as well as internal sources.

- **Degree Programme**: Bachelor's Degree in Marketing
- **Module/Subject**: Module II (Economics and Business) / Level 1. Economics
- **ECTS**: 6
- **Year, Semester**: 1st year, 2nd semester
- **Type of Course**: Compulsory
- **Course Coordinator**: **Jaime Galarraga Irujo** (jgalarragai@external.unav.es)
- **Language**: English
- **Course Schedule**:
- **TUESDAYS:** 15:30–17:30 # **Room 1, School of Communication (FCOM)**
- **WEDNESDAYS:** 15:30–17:30 # **Room 1, School of Communication (FCOM)**

LEARNING OUTCOMES

1. KNOWLEDGE

R1 - Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

R7 - Knowing and assessing the role of marketing from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.

R8 - Knowing the basic economic principles to understand the behaviour of markets, with special attention to microeconomic and accounting aspects.

2. SKILLS

R4 - Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

3. COMPETENCIES

R2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences typically demonstrated through the development and defence of arguments and problem solving within their field of study.

R3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

R5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Universidad de Navarra

R6 - Understand and critically evaluate the shaping elements of the human being and current society in its multiple dimensions: anthropological, historical, cultural, social and economic, which influence the business and marketing context.

PROGRAMME:

Part 1 - Financial Statement Analysis

oBalance Sheet

oIncome Statement

oCash Flows Statement

oOther Information

oDuPont Analysis

Part 2 – Investment Decision Rule

oBreakeven Analysis

oValuation Principles

Part 3 – Financing the Business

oDebt and Equity Analysis

oBusiness Planning

LEARNING ACTIVITIES

The workload during the course will be organised around the following activities:

- **Examinations: Midterm and Final (3 hours)**
- Students will complete written examinations combining theoretical questions and practical exercises related to the contents covered in class. Students are expected to demonstrate their understanding of financial accounting concepts and their ability to apply them to business situations.
- **Office Hours / Tutoring (2 hours)**
- Individual or small-group tutoring sessions will be available to clarify doubts, review concepts and discuss students' progress. Students are expected to prepare their questions and actively participate in the sessions.
- **Theoretical Face-to-Face Classes (45 hours)**
- These sessions will introduce and explain the main concepts, principles and analytical tools included in the programme. Students are expected to attend regularly, follow the explanations and take an active role in the learning process.
- **Practical Face-to-Face Classes (10 hours)**
- These sessions will focus on the application of accounting and financial concepts through practical exercises and business cases. Students are expected to solve problems, analyse financial information and participate actively in class discussions.
- **Individual/Group Assignments (40 hours)**
- Students will complete individual and/or group assignments involving the analysis of financial information and the application of the concepts studied throughout the course. Students are expected to work independently, contribute to group work and present their conclusions clearly and accurately.
- **Personal Study (50 hours)**
- Students will dedicate time to reviewing the contents presented in class, preparing practical exercises, studying the required material and preparing for examinations

and assignments. Students are expected to organise their own study time and work autonomously.

Total workload: 150 hours (6 ECTS).

EVALUATION:

ORDINARY EXAMINATION PERIOD

25% Midterm Examination (end of February)

The Midterm Examination will consist of written theoretical questions and practical exercises covering the contents studied during the first part of the course. Students will be assessed on their understanding of accounting and financial concepts, their ability to apply these concepts correctly, and the accuracy and clarity of their answers.

20% Group Work Presentation (March)

Students will work in groups and present their analysis of a financial/business case. The evaluation will take into account the quality and accuracy of the analysis, the application of the concepts studied, the clarity and structure of the presentation, and the ability to communicate conclusions effectively.

10% Class Attendance and Participation

Attendance and active participation in face-to-face classes will be assessed. Participation includes involvement in practical exercises, discussions, questions and other activities carried out during the course.

45% Final Examination (May)

The Final Examination will consist of written theoretical questions and practical exercises covering the contents of the course. Students will be assessed on their understanding of the concepts, their ability to apply financial and accounting principles to practical situations, the accuracy of calculations and conclusions, and the clarity and organisation of their answers.

EXTRAORDINARY EXAMINATION PERIOD

100% Final Examination (June)

The Extraordinary Examination will consist of a written test combining theoretical questions and practical exercises covering the contents of the course. Students will be assessed on their understanding of the subject, their ability to apply accounting and financial concepts to practical situations, the accuracy of their calculations and conclusions, and the clarity and organisation of their answers.

In all written examinations, students are expected to present their answers clearly and in an organised manner. In practical exercises, the reasoning and procedure followed will be taken into account in addition to the final answer.

STUDENTS WITH SPECIFIC EDUCATIONAL SUPPORT NEEDS

Students with specific educational support needs should contact the Study Coordination of the School in advance in order to obtain the corresponding authorisation for any necessary adaptations (for example, additional time during examinations). This authorisation should be sent by the student to the professor. It is recommended that students complete this process at the beginning of the semester.

ATTENTION: Any attempt at fraud, copying, plagiarism or other irregular behaviour constitutes a serious offence, as established in Title IV, "Academic Discipline Regulations for Students", within the System of Rules on Coexistence at the University of Navarra.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

The Essentials of Finance and Accounting for Nonfinancial Managers (Third ed.), Edward Fields, AMACOM, New York, 2016.

Available at the University Library.

Recommended Bibliography

Additional materials, practical exercises, financial statements and other resources will be provided by the professor throughout the course through the University's teaching platform.

OFFICE HOURS

Professor: Jaime Galarraga Irujo

E-mail: jgalarragai@external.unav.es

Office: Marketing Department Meeting Room, School of Communication (FCOM), University of Navarra.

Office Hours: Students can send an e-mail to arrange a meeting with the professor.

Students should send an e-mail in advance to arrange a meeting according to the professor's availability.