Universidad de Navarra

Principles of Business Administration (Fcom)

Guía docente 2026-27

INTRODUCTION

Course description:

The key purpose of **Principles of Business Administration (PBA)** course is to give students a general overview of business. In a few years this students will be professionals who will develop their careers in companies in very different fields or even better, they will be entrepreneurs and set up their own businesss.

This introductory course is also a chance for you to develop your academic skills, in particular your critical approach to the ideas you are presented with Studying at this level means actually engaging with what you are reading: considering what is being said in relation to other theories, practical examples and your own reflections.

Throughout the course you will be taking an active part in your learning, developing your own responses to what you read and so building a deeper appreciation of issues concerning business and management. Iti s therefore helpful to view this introductory course as an opportunity to develop a solid framework of knowledge, as well as a critical academic approach. Together these will make your work on this course engaging and stimulating, and will equip you with the tools needed to do well in your future studies.

- **Degree**: Marketing
- **Module in the Degree Program**: Module II. Economics and Business. Level 2. Business
- **Number of credits:** 3 ECTS
- **Year:** First year, first semester
- **Type of course:** obligatory
- **Idioma**: English
- **Título**: Marketing Degree
- **Instructors:**
- PBA: Guillaume Bonnet (gbonnet@external.unav.es) y Esteban Santirso (esantirsop@external.unav.es)
- **Department:** Marketing and Media Management - School of Communication
- **Lecture schedule:**
  - Fridays from 8:00 to 9:45 in classroom 4

LEARNING OUTCOMES

Knowledge

- R7 - Knowing and assessing the role of marketing from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.
- R19 - Knowing the basic fundamentals of business management and strategic management necessary to be able to draw up efficient marketing plans and strategies.
- R20 - Understanding the organizational structure of organizations and the relationships between the elements of which they are composed.
- R21 - Understand the concept of strategy in the context of a company or institution.
- R43 - Understand the basic fundamentals of accounting and financial analysis necessary for making economic and financial marketing decisions.

Skills

- R4 - Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- R22 - Analyze current trends in the design of objectives and strategies in companies or institutions.

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 defense 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.

PROGRAM PBA

PART 1: Financing the business

Lecture 1 & 2 (ES)

- Accounting process and different uses of accounting information
- Company's Balance sheet and financial position
- Company's financial positions
- Financial management

PART 2: From the idea to the business model

Lecture 3,4 & 5 (GB)

- Market segmentation & relevant differentiation
- Value proposition
- Various analysis models
- Building a business model

CASE STUDY:

Lecture 6 & 7

PART 3: Organization models, Decision making process, management

Lecture 8 (ES)

- Organization models
- Management, functions and types
- Leadership
- Decision Making

PART 4: The environement

Lecture 13 , 14 & 15 (GB &ES)

- Legal environment
- Economical environment
- Social changes and expectations

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EDUCATIONAL ACTIVITIES

The basic activities of the course are organized around three types:

- Attendance and participation in the Classroom sessions. (30 H.)
  - Excel, Wooclaps, Tests....
- Individual and group work around the resolution of cases. (15 H.)
- Study of the contents of the classes corresponding to each topic. (30 H.)

ASSESSMENT PBA

The final mark for the course will be result of the following concepts:

1. Group work (Case study) 30%: Students will work in groups of 10 people to analyse and publicly present their work on a business cases. The details on the work and the deadlines for presentations will be made public during the course.

2. Final exam. 70%: There isn't any way to avoid the final exam and a minimum grade of 4 in this exam is required to pass the subject. Business Administration, Management and Marketing are all built on applying concepts and ideas and give some order to unstructured problems. Ideas are originated from scientists and practitioners from all around the world. It becomes important for you to recognize and start having familiarity with the names of people who generated those ideas. Thus, with a few exceptions, sometimes you will be required to memorize concepts and several names of persons that studied and explain their ideas when we will discuss in class.

Evaluation in the extraordinary call

For those who do not pass the course in December or did not take the exam (grades *Suspenso* or *No presentado*) there will be an exam in June.

OFFICE HOURS

Please request an appointment via e-mail

- Guillaume Bonnet (gbonnet@external.unav.es)
- Esteban Santirso (esantirsop@external.unav.es)

BIBLIOGRAPHY

PBA Main Textbook

- **Business** : **a changing world** 10th Edition/ O. C. Ferrell, Geoffrey Hirt, Linda Ferrell. McGraw Hill Education. ISBN-10: 1259179397 Find it in the Library
- https://www.academia.edu/27525958/A_Changing_World_tenth_edition