

**COURSE DATA****DATA SUBJECT**

**Code:** 44475  
**Name:** Business cases  
**Cycle:** Master's Degree  
**ECTS Credits:** 1  
**Academic year:** 2026-27

**STUDY (S)**

| Degree   | Center              | Acad. year | Period        |
|--|---------------------|------------|---------------|
| 2212 - Master's Degree in Business Management. MBA | Facultat d'Economia | 1          | First quarter |

**SUBJECT-MATTER**

| Degree   | Subject-matter | Character  |
|--|----------------|------------|
| 2212 - Master's Degree in Business Management. MBA | Management     | COMPULSORY |

**COORDINATION**

OLMOS PEÑUELA JULIA

**SUMMARY**

Business Cases is a subject in the area of Management which aims to complement the other three subjects in the field (formulation of strategies, implementation of strategies, and management of operations and systems).

The subject offers a view of business management from the experience of real situations of management, narrated and analyzed in the first person by the people involved in the decision-making processes. The student will learn about specific and current management problems by analyzing and actively discussing with the experts the measures that have been implemented to solve the problems identified. The subject also includes the participation of students in a simulation game whose main objective is the practical application of the contents of the Management subjects.

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.



## **OTHER REQUIREMENTS**

It is advisable that students have completed or are attending the other three subjects of the management module: Formulation, Implementation and Management of Operations and Systems.

## **COMPETENCES / LEARNING OUTCOMES**

### **2212 - Master's Degree in Business Management. MBA**

Act in the company's decision-making within the framework of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection, universal accessibility and design for all, and the promotion of a culture of peace.

Analyse, synthesise and evaluate information, in a rigorous and critical manner, and be able to identify assumptions, assess evidence, detect false logic or reasoning, identify implicit values, and generalise adequately about problems and situations related to the business world.

Analyse and assess the functional areas of the company with the aim of understanding its current and potential strengths and weaknesses as a support for decision making.

Apply creativity, knowledge and rigour to evaluate competitive strategies.

Assess the direction and intensity of the possible impacts of change in the environmental factors on a company's activity and future results.

Audit or define the values of an organisation and determine the mission and vision of an organisation accordingly.

Combine the main perspectives on and approaches to quality management and recognise and understand the opportunity to apply ISO and EFQM models.

Develop entrepreneurial spirit and skills related to the management of change and innovation, in order to stimulate multifunctionality, diversity and the introduction of novelties in organisations.

Evaluate the economic, technological, legal, fiscal and sociocultural framework in which a company develops its activity.

Formulate proposals for improving the company's strategy at its different levels as a result of a process of review and control.

Formulate the corporate strategy of a given company, as well as the competitive and functional strategies deriving from it.

Give a reasoned definition of the objectives of a company.

Implement and control the company's strategy at its different levels, including the design of the company's organisational structure in accordance with its contingency factors.

Integrate the company into its socio-economic and competitive environment according to threats and opportunities.



Integrate the different functional areas of the company (marketing, finance, human resources, operations) in a synergistic way.

Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.

Make both individual and collective decisions in professional practice as a company manager.

Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.

Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.

Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.

Structure the corporate and competitive strategies of the company, integrated within the functional strategies, according to the principles and methods of the main management systems.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## **DESCRIPTION OF CONTENTS**

### **1. Business cases**

Business cases in which the knowledge worked in the modules of formulation and implementation of business strategies, operations management and management systems is addressed.

### **2. Simulation: practical application**

Practical application of the knowledge gained in the modules to date by means of a business simulator.

**WORKLOAD****PRESENCIAL ACTIVITIES**

| Activity           | Hours        |
|--------------------|--------------|
| Theory             | 10,00        |
| <b>Total hours</b> | <b>10,00</b> |

**NON PRESENCIAL ACTIVITIES**

| Activity                              | Hours        |
|---------------------------------------|--------------|
| Attendance at other activities        | 0,00         |
| Individual or group project           | 0,00         |
| Independent study and work            | 10,00        |
| Preparation of lessons                | 0,00         |
| Preparation for assessment activities | 5,00         |
| Resolution of case studies            | 0,00         |
| <b>Total hours</b>                    | <b>15,00</b> |

**TEACHING METHODOLOGY**

The development of this subject will be carried out in the format of expert seminar and business game.

Both methodologies allow students to reaffirm the learning of the concepts, theories and techniques studied in the other three subjects of the management course and to develop attitudes and skills for professional practice.

Students must prepare, in the terms and dates indicated by the Master's Management or the lecturer, the activities associated with each seminar, as well as a final report of the simulation game. These activities will be published in due time and form in the Virtual Classroom platform.

**EVALUATION****FIRST CALL**

The evaluation will be based on the students' participation in the two types of activities proposed.

*Expert seminar (70%)*

Prior to this, be it the visit, conference, forum or panel, each student must look for relevant information about the company or the theme of the event. Based on this information, you should prepare a question addressed to the person in charge of the company you are going to visit or the speakers of the event that accompany us. The rules and the format to elaborate the question are provided to the student in advance.



Subsequently, the student must answer one or more questions about the visit, in the format to be determined.

*Business simulator (30%)*

Students must participate in the simulation game and submit a final report in the format indicated by the teacher.

To pass the course, students must attend 80% of the seminars, complete all the activities and go all the way to the end of the business game. The simulation game is not recoverable.

**SECOND CALL**

Students who have not obtained a minimum of 5 out of 10 in the first call will have to do an assignment in order to pass the course. The teaching staff will provide information on the structure, content and due date of this work. Please note that the simulation game is not recoverable.

**REFERENCES**