

**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Investment Analysis
Subject code	E000011577
Main program	<a href="#">Official Master's Degree in Business Administration - MBA</a>
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa
Department	Departamento de Gestión Financiera
Coordinator	Jesus Reglero Sánchez
Schedule	N.A. Contact by email
Office hours	N.A. Contact by email
Course overview	Types of investment analysis. Macroeconomic environment: Relationship of the business cycle and the stock market cycle and analysis of the most relevant macroeconomic factors for fundamental analysis. Influence of the characteristics of the economic sectors in project evaluation. Economic-financial diagnosis of companies. Projection of the financial statements. Application of business valuation models. Preparation of market reports with investment recommendations

Teacher Information	
Teacher	
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**SPECIFIC DATA OF THE SUBJECT**

Contextualization of the subject
Contribution to the professional profile of the degree
<p>The Investment Analysis subject is an optional, four-monthly subject taught in the Master in Business Administration (MBA). The subject is included in the finance itinerary for those students who choose this specialization within the program.</p> <p>The MBA program contains a series of subjects related to the area of finance, among which are the compulsory subjects, Corporate Finance and Accounting that are developed in the first and second semesters respectively. Also, within the financial itinerary, in addition to Investment Analysis, students are offered other related subjects such as Portfolio Management, Mergers and Acquisitions, Advanced Corporate Finance, Global Financial Markets and Private Equity / Venture Capital.</p> <p>The knowledge and methodologies that will be taken during the course are oriented towards the student who needs to analyse different</p>



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investment alternatives and make decisions or recommend about their attractive potential as mechanisms to create value for the decision maker.

In order to be able to follow the subject efficiently, the students are recommended to get certain previous knowledge of financial accounting, financial mathematics and corporate finance

The objectives pursued with this subject are:

- Know the macroeconomic environment and the main figures that explain economic development, such as economic growth, inflation, interest rates or exchange rates.
- Analyse current financial markets, both equity and fixed income and the determination of the relationship between the economic cycle and the stock market cycle in an economy.
- Differentiate the main sectors of economic activity and the intrinsic characteristics of each of them.
- Review and strengthen the knowledge of key concepts in the area of finance, such as financial statements, income statement, cash flow or balance sheet as well as the time value of money.
- Prepare the financial projections of a company based on historical financial statements and the strategic plan and future business model.
- Deepen in knowing the application of Excel to the elaboration of financial models. • Calculate sensitivities of the main results of the financial model based on variations in the starting assumptions.
- Obtain conclusions from the financial projections using the most commonly used financial ratios.
- Apply the most used methodologies to analyse investments and apply them to decision making.
- Study real cases in which investment recommendations are presented, selection of investments within a set of alternatives and know the work of stock market analysts when they write their stock market reports and issue their recommendations on equity securities.

### Prerequisites

In order to keep track of the subject, students should have prior knowledge of Financial Accounting and Financial Mathematics as well as Introduction to Corporate Finance

### Competencies - Objectives

#### Competences

##### GENERALES

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.
CG02	Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.
CG03	Problem-solving and decision-making skills at a strategic, tactic and operational level with regard to a business, considering the interrelationship between the different functional and business areas.
CG04	Application of concepts and theories on business organizations in order to discover new business opportunities and acquire long-term competitive advantages.
CG05	Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.



<b>CG06</b>	Time management capacity with the purpose of improving personal and team efficiency within business organizations, its environment and its management.
<b>CG07</b>	Critical reasoning and argumentation according with the understanding of knowledge and know-how on business administrations, their external context and their administration and management processes.
<b>CG08</b>	Initiative, creativity and entrepreneurship when applying management techniques and related knowledge to management and development of business organizations.
<b>CG09</b>	Knowledge, understanding and handling of tools for diagnosis of the competitive position of a company, and designing and executing the company's strategic plan.
<b>ESPECÍFICAS</b>	
<b>CE10</b>	Knowing and being able to use the assets valuation techniques, to analyse and select investments, to identify financing sources, and to design and implement the relevant financial strategies and techniques for advanced corporate management.

## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

#### Unit 1: The business context in making investment decisions

1. Macroeconomic aspects (economic growth, inflation, interest rates, exchange rates)
2. Economic cycle vs stock market cycle vs valuation of companies / projects
3. Competitiveness of countries and criteria for increasing the attractiveness of investments
4. Typologies of sectors of activity: public vs private, regulated, cyclical, counter-cyclical

#### Unit 2: Introduction to Investment Analysis

1. Importance of the time value of money
2. Importance of cash flow and review of its calculation based on the financial statements
3. Construction of financial projections of business projects
4. Equity cash flow and project cash flow: difference, importance and situations in which each is used
5. Sensitivity analysis

#### Unit 3: Investment selection methods

1. Main methods of investment analysis: NPV, IRR and payback
2. Practical application of investment selection methods: analysis of profitability thresholds, sensitivity and scenarios
3. Impact of exchange rates on investment decision-making and hedging strategies
4. Impact of interest rates on investment decision-making and hedging strategies
5. Practical examples of analysis of investments in real estate, renewable or industrial energy projects

#### Unit 4: Advanced aspects to consider business investments

1. Analysis of selection of alternative investments and opportunity cost



2. Real options

## TEACHING METHODOLOGY

### General methodological aspects of the subject

#### In-class Methodology: Activities

The subject will be developed covering the contents described in this guide and the approach to learning will be predominantly practical. The teacher will combine sessions in which some of the concepts and subjects are approached from the theoretical point of view but always with the objective of knowing the practical application as well as the analysis and discussion with the students of real examples where similar situations are seen. Therefore, in addition to master classes, which are limited, the main activities will be the development of practical cases, performance of exercises and problem solving and theoretical-practical seminars.

CG02, CG03, CG06,  
CG08, CG07, CE10

#### Non-Presential Methodology: Activities

Throughout the course one or more team work will be carried out whose objective will be to apply part of the concepts seen during the course to a real case situation. These work or works will be defended in class before the teacher where students must put into practice their communication skills and abilities. At the beginning of the subject, the teachers will provide the student with information on the characteristics of this work and will give them the guidelines for its completion.

CG03, CG05, CG06,  
CG09, CE10

## SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS			
Lectures of an expository nature	Analysis and resolution of cases and exercises, individually or collectively	Oral presentations of topics, cases, exercises and papers	Seminars and workshops
9.00	9.00	9.00	3.00
NON-PRESENTIAL HOURS			
Individual study and organized reading	Seminars and workshops	Collaborative learning	Academic tutoring
5.00	20.00	10.00	10.00
ECTS CREDITS: 3,0 (75,00 hours)			

## EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the



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**Syllabus**  
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University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Individual exam	Combination of theoretical questions and application in practical case in individual exam that is carried out at the end of the subject	50
Evaluation of cases or exercises, individual or collective	Ongoing evaluation of assignments carried out during the course in case of the topics that are being carried out and that will be presented in class	20
Active student participation in the classroom	Student participation in day-to-day classes	10
Evaluation of individual or collective monographic or research papers	Quality of the work and analysis of the work carried out during the course by the students individually or collectively	10
Self-assessment and co-evaluation	Grade that each student proposes for himself depending on his evolution in different activities or exercises that are carried out during the program	5
Public oral presentation	Assessment of the ability to present papers in public to the class	5

## Ratings

To be able to pass the subject in ordinary call, you must have a minimum grade of 5.0 in the individual exam, as well as having participated in more than 75% of the practical cases developed during the course

In the event that the student has to go to the extraordinary call, the grade will be determined by 75% the exam or extraordinary final work and 25% the joint grade that the student has obtained during the entire course between which participation is included active, performance of work and activities, evaluation of monographic works

Students with an attendance waiver. In order to pass the course, these students will have to take the final exam and the final grade of the



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course will be 100% the grade of this exam

### Note on the Use of Artificial Intelligence Tools

The use of artificial intelligence tools is permitted for completing assignments, case studies, and problems carried out during the course. According to <https://aiassessmentscale.com/>, the level of use will be Level 4, meaning broad use with critical reflection.

In the context of course assessment, students may use artificial intelligence tools. However, in most deliverables, exams, and case analyses, the critical, argumentative, and contextual reflection will play a decisive role in the final grade.

## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

During the subject and the classes taught, the teacher will have presentations, notes and materials which will be delivered to the students and these will serve as the main material for the study and monitoring of the subject.

Likewise, the theoretical material will be completed with practical information such as case studies, readings, press articles ...

### Complementary Bibliography

Brealey, Richard A.; Myers, Stewart C. and Franklin, Allen (2011): Principles of Corporate Finance, Concise Edition, Second Edition. Ed. McGraw-Hill International Edition

Higgins, Robert C (2008): Analysis of Financial Management, Ninth Edition, Ed. McGraw-Hill International Edition

Fernández, P. (2002). Valoración de Empresas. Ed. Gestión 2000

Jiménez Cardoso, S., García Ayuso y Sierra G. (2004). Análisis financiero Ed. Pirámide

Rivero Torre, P. (2002) Análisis de Balances y Estados Complementarios, Ed. Pirámide