

TITLE: BUSINESS CONSULTING

INSTRUCTOR: Prof. Luis Manfredi. Adjunct Professor at University of Alicante. Senior business consultant.

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EXPECTATIONS

Practical course on main business consulting areas. Real case study resolution and presentations.

SYLLABUS

- 1.- INFORMATION MANAGEMENT
 - 1.1.- Theory: economic profile of Spain
- 2.- FINANCIAL PLANNING
 - 2.1.- Theory: financial modeling
 - 2.2.- Case study: Dutch investing group in Spain
 - 2.3.- Presentations: business plans
- 3.- BUSINESS PROJECT START-UP
 - 3.1.- Theory: limited company incorporation procedure
 - 3.2.- Case study: S.L. incorporation
 - 3.3.- Presentations: features of a limited company in other countries
- 4.- INTERNATIONAL FINANCIAL SYSTEM
 - 4.1.- Theory: Spanish financial system
 - 4.2.- Case study: financial institutions
 - 4.3.- Presentations: finance and investment instruments
- 5.- ACCOUNTING, AUDIT AND FINANCIAL STATEMENTS ANALYSIS
 - 5.1.- Theory: accounting records and financial statements
 - 5.2.- Case study: mergers and acquisitions
 - 5.3.- Presentations: statutory audit
- 6.- TAX SYSTEM
 - 6.1.- Theory: corporate tax law
 - 6.2.- Case study: corporate tax calculation
 - 6.3.- Presentations: tax systems in other countries
- 7.- INTELLECTUAL PROPERTY
 - 7.1.- Theory: IP protection in Spain
 - 7.2.- Case study: IP dispute
 - 7.3.- Presentation: IP protection
- 8.- COMPANIES INTERNATIONALIZATION
 - 8.1.- Theory: export and relocation
 - 8.2.- Case study: manufacturing relocation
 - 8.3.- Presentation: offshore companies and manufacturing relocation

METHODOLOGY AND ASSIGNMENTS

The course starts with an overview of its contents aiming to achieve a global view that integrates all modules in the syllabus. Each module starts with a theory lesson, followed by real case study resolution. In the second part of the course, students will prepare their presentations on different business consulting topics proposed by the instructor, together with a multiple choice test for the rest of the students. Presentations will take place at the end of the course.

GRADING SCHEME

The final grade will be calculated as follows:

50% presentation

50% test average mark

REFERENCES

Real case studies, legal texts and theory texts will be handed over to students at the beginning of the course.