SUBJECT TEACHING GUIDE

S535 - Financial Market Analysis

New Senior Programme

Academic year 2026 - 2027

1. IDENTIFYING DATA					
Degree	New Senior Programme			Type and Year	Optional. Year 0
Faculty					
Discipline					
Course unit title and code	S535 - Financial Market Analysis				
Number of ECTS credits allocated	6	Term		Semester based (2)	
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	REBECA GARCIA RAMOS
E-mail	rebeca.garciaramos@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E238)
Other lecturers	MARIA SANCHEZ RUIZ

3.1 LEARNING OUTCOMES

Being able to understand how the financial markets function and know their main features.
Know, understand and apply the main theories explaining the operation of capital markets.
Know the basic principles of valuation of financial assets.

4. OBJECTIVES

Understand how the stock markets function.
To know and use the main tools for analyzing investments.
Analyze the organization and functioning of the capital market.

6. COURSE ORGANIZATION

CONTENTS

1	THEMATIC BLOCK 1: Item 1. Introduction to the capital market. Item 2. The stock market.
2	THEMATIC BLOCK 2: Item 3. Investment portfolios Item 4. Stock market investing:Fundamental Analysis. Item 5. Stock market investing:Technical Analysis.

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessment	%
Evaluation method Description Partial exams of theoretical and practical knowledge	Written exam	No	Yes	50,00
Evaluation method Description Practices	Work	No	Yes	30,00
Evaluation method Description Short classroom activities of continuous assessment	Others	No	Yes	20,00
TOTAL				100,00

Observations

The course is designed to follow a criterion of 100% continuous assessment throughout the semester.
Once the different grades obtained in each evaluation methods are considered , and the relevant weighting is applied, the subject will be passed with a rating equal to or greater than 5 points out of 10.
If the course is not pass through the continuos continuous assessment, it could be pass in the extraordinary evaluation period. In this extraordinary evaluation, the assessment of the short continuous activities and of the practical work may be recorded.

Observations for part-time students

Students enrolled as part-time students may pass the course exams at ordinary and/or extraordinary calls, in the dates approved by the Board of the Centre. That exam will be worth 100% of the course grade. All the contents of the subject will be material to be assessed in the exam. It is necessary to get a score of at least 5 out of 10 possible to pass.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Aula Virtual: materiales utilizados en el aula disponibles en la plataforma virtual Moodle (transparencias con contenidos teóricos, prácticas, ejercicios, lecturas,...)

MENÉNDEZ ALONSO, E, (2024): Guía práctica sobre la banca y los mercados financieros. Editorial Díaz de Santos.
CEF (2022): Finanzas empresariales (I): renta fija y renta variable. CEF.
CUESTA, M.; PAMPILLÓN, F.; RUZA, C.; VÁZQUEZ, O. (2022): Sistema financiero en perspectiva. Uned.
PALOMO ZURDO, R., ITURRIOZ DEL CAMPO, J., MATEU GORDON, J.L. (2019): Casos prácticos de finanzas y mercados financieros. CEU Ediciones.
LOPEZ LUBIAN, F.J. (2009): Bolsa, mercados y técnicas de inversión. 2° Edición. MC-Graw Hill
AMAT, O. (2004): La bolsa: funcionamiento y técnicas para invertir. Séptima Edición. Ediciones Deusto, Barcelona.
BRUN, X.; MORENO, M. (2008): Análisis y selección de inversiones en mercados financieros. Profit.
MARTINEZ ABASCAL, E. (1999): Invertir en Bolsa: conceptos y estrategias. McGraw Hill.