EAE Business School Barcelona

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Mergers and business acquisitions

Subject: Accounting and finance

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Third

Semester: Second

Academic Year: 2026-2027

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2. Presentaction

The subject raises the valuation knowledge of companies to transform. The subject helps students understand corporate movements by focusing on creating value in them and their different metrics. It analyzes the potential synergies of the transaction as a basic source of value generation in mergers and acquisitions in order to transform the business and grow. Using practical examples and using the aforementioned value creation metrics as a reference, the valid reasons and invalid reasons for justifying M&A operations of companies in the sustainable transformation phase are analysed.

3. Learning outcome of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, taking into account previous theoretical learning about business structures.
- RAT2 - The graduate will identify the moral and ethical principles related to legal and social responsibility, derived from business action through theoretical learning of the regulations that apply to companies.
- RAT3 - The graduate will be able to identify economic, environmental, political, sociological and technological factors at the local, national and international levels and their impact on organizations through research-based learning in business environments.
- RAT4 - The student will describe the techniques of management in the development of business organizations by means of different written tests.
- RAT5 - The graduate will describe the characteristics of the institutions and procedures of the Spanish and European legal system and their impact on the business environment, by means of a written or oral test.
- RAT6 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT7 - The student, after completing the Degree, will be able to identify the HR principles and practices of organizations through real-world case study learning
- RAT8 - The graduate will be able to provide a detailed description of the principles of occupational risk assessment as well as the action plans required to implement them in a company.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT11 - After completing the Degree, the student will be able to apply the teamwork techniques in an autonomous way.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.
- RAT13 - The graduate will be able to analyze the economic operations of companies, which have been carried out in the financial markets.

- RAT14 - The graduate will be able to apply in an effective way the principles of quality management and continuous improvement of organizations by means of a simulation of the implementation of a quality system in a company.
- RAT15 - The graduate will be able to analyze the possible solutions to a legal problem in the business environment.
- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT17 - After completing the degree, the graduate will be able to apply techniques to analyze and solve problems in changing business environments through the implementation of challenges and problem-solving methods.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT21 - The graduate will be able to verify the economic-financial information of business organizations and institutions with regard to their environment, by analyzing the companies' profit and loss accounts.

4. Learning outcomes of the subjects

- RAM1 – The student will be able to prepare a firm's economic and financial statements for further analysis through problem-based learning.
- RAM2 – The student will be able to accurately generate the financial planning of a company to evaluate its viability through simulations of real cases.
- RAM4 – The student will be able to correctly optimize the results of an organization with the application of the characteristics of the financial market, national and international, through the technique of learning by doing.
- RAM6 – The student will be able to properly assess companies and possible mergers and acquisitions for business transformation by performing collaborative group work.
- RAM7 – The student will be able to propose in a clear way the necessary requirements for the search of financing for the digital transformation of the company, through the learning based on problems.
- RAM8 – The student will be able to correctly create a detailed study on the viability of a company by applying the theoretical knowledge learned.

5. Contents

- **1. Traditional Financing Decisions and Market Efficiency**

  Analyzes classic sources of business financing, distinguishing between debt and equity, and how market efficiency influences financial decisions.

1.1. Traditional Sources of Financing: Internal vs. external, debt vs. equity.
1.2. Cost of Capital: Impact of financing costs on profitability and structure.
1.3. Market Efficiency: Concept of efficient markets and their implications.

- **2. Business Purchase and Sale Opportunities**
  Explains strategic options for buying and selling companies and their importance in corporate growth.
  2.1. Reasons for Buying or Selling Companies: Synergies, expansion, restructuring.
  2.2. Types of Transactions: Full or partial acquisitions, spin-offs, and joint ventures.
- **3. Dividend Policy and Capital Structure in the Equity Market**
  Examines how dividend distribution decisions affect company value and financing.
  3.1. Dividend Policies: Models: stable payout, residual, and flexible policies.
  3.2. Relationship with Capital Structure: Impact on financing and market value.
- **4. Risk in Investment Analysis and Mitigation Strategies**
  Reviews the main risks associated with investment decisions and methods to reduce their impact.
  4.1. Types of Risks: Financial and non-financial risks.
  4.2. Hedging Strategies: Diversification, derivatives, and other mechanisms.
- **5. Quantifying Risk and Market Correlations**
  Introduces tools to measure risk and assess relationships between assets and markets.
  5.1. Statistical Measures: Variance, standard deviation, and coefficient of variation.
  5.2. Correlations and Diversification: How asset relationships influence portfolios.
- **6. Using Fintech and Blockchain for Organizational Transformation**
  Explores financial innovation and its impact on business digitalization.
  6.1. Fintech Applications: Digital payments, P2P lending, robo-advisors.
  6.2. Blockchain and Smart Contracts: Uses, advantages, and challenges.
- **7. Business Valuation, Mergers and Acquisitions for Growth**
  Details key valuation methods and the M&A process.
  7.1. Valuation Methods: Discounted cash flow, multiples, adjusted book value.
  7.2. Mergers and Acquisitions Process: Stages: negotiation, due diligence, closing.
- **8. Practical Application of Corporate Social Responsibility (CSR)**
  Includes examples and exercises on implementing sustainable strategies.
  8.1. CSR Fundamentals: Basic concepts, regulations, and strategic benefits.
  8.2. Practical Cases and Exercises: Implementation in business and impact measurement.

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher’s presentations
	Instructional sessions	Student’s presentations
	Tutoring	Meetings for the resolution of doubts

	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving
Competence	Project-based work	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.
- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighting of three evaluation blocks, divided into evaluable activities:

A. Midterm exam: 20%

B. Exercises, problems, preparation of reports, assignments, presentations: 40%

1. Four evaluable activities: 5% each

2. A group assignment or report: 10%

3. A group presentation: 10%

C. Final exam: 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0. If the final exam grade is less than 4.0, the subject cannot be passed.

In the event that the subject is failed and, in turn, the final exam grade is less than 5.0, the student can recover the final exam with an additional test. If the weighted grade for the activities in section B is less than 5, this is also recoverable. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Students who do not attend evaluative activities with a weight greater than 50% will receive an overall course grade of "Not presented."

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

The regulations establish a mandatory attendance requirement of 75%.

Regular attendance at in-person teaching activities is a fundamental academic requirement for the proper acquisition of the competencies and learning outcomes of the course. In this regard, a minimum attendance of 75% of the total scheduled sessions is mandatory.

Failure to meet this minimum attendance percentage will result in the loss of the right to sit the final exam for the course. Consequently, the student will be graded as a fail, with no possibility of reassessment or second-chance opportunities, in accordance with the University's current academic regulations.

1. Absences are divided into two categories: justified and unjustified. Justified absences are those that can be supported by documentation. All other absences are considered unjustified.

2. Supporting documents must be submitted to the teaching staff within a maximum period of 7 days, and must clearly include the student's personal details, as well as the date and time during which attendance at class was prevented.

8. Bibliografía

- Duran, X. M. (2023). *Fusiones y adquisiciones en las pymes: Una guía práctica de las operaciones de M&A*. Libros de Cabecera.
- Antor, R. P. (2023). *Fusiones y adquisiciones: De los primeros contactos y negociación a la posadquisición*. Profit Editorial.
- Déniz Mayor, J. J. (2023). Reseña de libro: Introducción a la valoración de empresas.
- Cadelo Herrero, G. (2022). Fusiones y adquisiciones de empresas: análisis opa sobre Activision Blizzard.

Otros:

- Gómez Arbiol, P., & Alcalde Fradejas, N. Las fusiones y adquisiciones de empresas: Fusión por absorción de CaixaBank a Bankia.