

Academic Year: (2019 / 2020)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: SANTAMARIA SANCHEZ, LUIS

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

This course enables students from a variety of backgrounds to be familiar with the main tools related to investment and financing decisions. Moreover, it will provide students with a thorough understanding of the critical accounting information in order to make decisions (particularly focused to entrepreneurs and the financial plan). More precisely, students will develop a range of competences relevant to:

- The development of high levels of analytical, creative and critical skills. This competence should be useful to elaborate the financial plan
- The development of a realistic and feasible business concept
- Understand the accounting (both financial and managerial) information to make decisions
- Critically analyze real life examples and learn some lessons to be applied in their future careers (and entrepreneurial venues)

Learning Outcomes

After completing the course students will be familiar with:

- A range of critical topics relevant to financial and management accounting
- The key building blocks of a financial plan (i.e. Financial Statements)
- The issues that arise for entrepreneurs in the decision making process around financing and investment
- The criteria and implications of firms' innovative decisions

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to basic accounting concepts
2. The role of accounting information. Financial Statements
3. Balance sheet as a measure of wealth
4. Income Statement as a measure of rent
5. The Cash flow Statement
6. Economic and Financial Analysis
7. Selection of Investment projects
8. Basic Systems of cost control
9. Budgeting
10. Pricing decisions
11. Cost-Volume-Profit analysis
12. ABC system
13. Balanced Scorecard

LEARNING ACTIVITIES AND METHODOLOGY

Each session is divided into two parts:

- 1) A (more conceptual) lecture to enable students to understand and apply fundamental accounting and financial concepts.
- 2) A practical part focused on solving problems and cases. The main goal is to apply the concepts developed along the lectures to specific problems.

The main theoretical concepts will be presented by the lecturers throughout the course while students' participation is required in the discussion of selected (by the lecturers) cases and the resolution of

problems.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

Assessment will be based on coursework, students' participation and final examinations, following this criterion:

- Class involvement / participation: 10%
- Case and exercises resolution: 30%
- Final exam: 60%

This assessment is applied both in the ordinary and extraordinary call

ADDITIONAL BIBLIOGRAPHY

- Palepu K.G., Healy P.M., Bernard V.L. Business Analysis and Valuation: Using Financial Statements, Text and Cases, Thomson, 2008