

## 1. BASIC DATA

<b>Subject</b>	Financial Management
<b>Qualification</b>	Degree in Business Administration and Management
<b>School/Faculty</b>	Social and Communication Sciences
<b>Course</b>	Third
<b>ECTS</b>	6 ECTS
<b>Character</b>	Mandatory
<b>Language/s</b>	Spanish/English
<b>Modality</b>	Face-to-face / Online
<b>Semester</b>	First semester
<b>Academic year</b>	2024/2025
<b>Coordinating teacher</b>	Oscar Cordero Mata
<b>Teacher</b>	

## 2. PRESENTATION

The subject of "Financial Management" is a fundamental pillar in the training of future company directors and managers. We will explore the concepts and tools that govern financial decision-making, from investment evaluation to risk management, providing students with a solid understanding of corporate financial dynamics and their impact on corporate strategy. Through theoretical approaches and case studies, students will acquire the skills necessary to optimise capital structure, maximise firm value and contribute to the sustainable success of organisations in today's complex financial environment.

## 3. LEARNING OUTCOMES

### Knowledge:

CON1. Define the fundamental concepts about the company, the entrepreneur, and its environment, as well as the main functional areas and problems of the company as an organisation in a market economy.

- Understand the main theoretical concepts, tools and metrics available to the CFO of a company for effective management decision-making.

### Skills:

HAB1. Critically and analytically analyse the concepts and theories related to business management, interpreting economic, fiscal, financial and legislative data in the field of organisations.

HAB6. Analyse financial markets, their structure, agents and products, as well as apply hedging strategies through the use of derivative products (futures, options, SWAPs, FRAs, foreign exchange insurance).

- Analyse problems, cases and activities to demonstrate that the student has acquired the concepts described in the previous section.

### Competences:

COMP07. Select the best alternative for financial and tax planning, as well as the available management tools, to be applied in the markets and companies in which the activity is carried out.

COMP09. Integrate the different company budgets and relate them to standard technical and economic costs and analyse deviations, interpreting the information provided by the financial statements of a company.

## 4. CONTENTS

- Unit 1. Financing decisions
- Unit 2. Optimal financial structure:
- Unit 3. Liability instruments
- Unit 4. Profitability, risk and diversification. Cost of capital.
- Unit 5. Dividend policy. PAYOUT.
- Unit 6. Financial ratios.

## 5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

### FACE-TO-FACE MODE.

- Case Method.
- Cooperative learning.
- Problem-based learning (PBL)
- Master classes.

### ONLINE MODE

- Case Method.
- Cooperative learning.
- Problem-based learning (PBL)
- Masterclasses via webinar

## 6. TRAINING ACTIVITIES

The following identifies the types of training activities to be carried out and the student's dedication in hours to each of them:

### Face-to-face mode:

Training activity	Number of hours
Masterclasses	40
Self-employment	30

Oral presentations	10
Case analysis and problem solving	15
Reports and written submissions	10
Participatory group activities	25
Knowledge test	5
Tutoring	15
<b>TOTAL</b>	<b>150</b>

**Online mode:**

Training activity	Number of hours
Webinar	5
Reading of topics and consultation of complementary resources	22,5
Individual application activities: problems, cases and projects	35
Collaborative implementation activities	12,5
Tutorials	17,5
Self-assessment questionnaires and knowledge tests	7,5
Stand-alone studio	50
<b>TOTAL</b>	<b>150</b>

## 7. EVALUATION

The following is a list of the assessment systems and their weighting in the total grade for the course:

**Face-to-face mode:**

Evaluation system	Weight
Knowledge tests	40%
Case analysis and problem solving	15%
Written reports	15%
Oral presentations	10%
Jobs/projects	20%

**Online mode:**

Evaluation system	Weight
Knowledge tests	40%
Case analysis and problem solving	15%
Written reports	15%
Oral presentations	10%
Jobs/projects	20%

On the Virtual Campus, when you access the course, you will be able to consult in detail the assessment activities to be carried out, as well as the delivery dates and the assessment procedures for each one of them.

### **7.1. Ordinary convocation**

In order to pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 5.0 in the final test, so that it can be averaged with the rest of the activities.

### **7.2. Extraordinary convocation**

In order to pass the course in the extraordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 5.0 in the final test, so that it can be averaged with the rest of the activities.

The activities not passed in the ordinary exam must be handed in, after having received the corrections by the teacher, or those that were not handed in.

## 8. TIMETABLE

In this section you will find the timetable with dates for the delivery of evaluable activities of the subject:

Assessable activities	Date
Activity 1. Dividend Policy	Week 3
Activity 2. Portfolio Theory	Week 6
Activity 3. Application of Portfolio Theory	Week 9
Activity 4. Calculation of the WACC	Week 12
Activity 5. Financial Analysis	Week 15
Activity 6. Final Case	Week 17
Activity 7. Final module knowledge test	Week 18

This timetable may be subject to modifications for logistical reasons. Any modification will be notified to the student in due time and form.

## 9. BIBLIOGRAPHY

The reference work for the follow-up of the subject is:

- BREALEY, MYERS and ALLEN (2015). Principles of corporate finance. Madrid: Editorial Mc Graw Hill
- CNMV (Comisión Nacional del Mercado y Valores) - (2023) - "*Investment Decisions Course*" 2023

The recommended bibliography is listed below:

- Bahillo Marcos, M.E., Pérez Bravo, M.C. and Escribano Ruiz, G. (2015) Gestión financiera. Madrid: Ed. Paraninfo.
- Brealey, R., Myers, S. and Marcus, A. (2014). Fundamentals of corporate finance. Madrid: Ed. McGraw-Hill.
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- Eiteman, D.K., Stonehill, A.I. and Moffett, M.H (2011). Finance in multinational enterprises. Pearson Education.
- Fama, E. F. and Miller, M.H. (1976). Foundations of Finance. New York: Ed. Basics Books.
- González Garagorri, Í. (2014). Financial Management. Centro de Estudios Financieros.

- Grinblatt, M. and Titman, S. (2007). Financial markets and corporate strategy. Boston: McGraw-Hill Ed.
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- Martín, J.L. (2011). Finance for all. Madrid: LID.
- Mascareñas Pérez-Íñigo, J. (2010). Finance for managers. Ed. Prentice-Hall.
- Neftci, S.N. (2008). Financial Engineering. Madrid: Ed. McGraw-Hill.
- Ross, S.A, Westerfield, R.W and Jaffe, J.F (2012). Corporate Finance. Ed. McGraw-Hill Interamericana.
- Coord. Sánchez Fernández de Valderrama, J.L. (2000) Curso de Bolsa y Mercados Financieros. 4th Edition.

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility in the different campuses of the university and equal opportunities.

This unit offers students:

1. Accompaniment and follow-up through counselling and personalised plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with specific educational support needs, thus pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of qualification.

Students in need of educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## 11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to detect strengths and areas for improvement about the teaching staff, the degree and the teaching-learning process.

Surveys will be available in the survey area of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.