

1. DATOS BÁSICOS

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| Course | FINANCIAL MANAGEMENT |
| Degree program | GLOBAL BACHELOR'S DEGREE IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP |
| School | SOCIAL SCIENCES FACULTY |
| Year | THIRD |
| ECTS | 6 ECTS |
| Credit type | COMPULSORY |
| Language(s) | ENGLISH |
| Delivery mode | ON SITE |
| Semester | FIRST SEMESTER |
| Academic year | 2024 - 2025 |
| Coordinating professor | TOMÁS PELLICER, VICENT |

2. PRESENTACIÓN

This subject introduces the students to one of the main areas of Business Accounting and Finance. These areas are production, marketing, organization, and finance. All of them are interrelated with each other, so that the decisions in one of them condition the rest. It is important, therefore, to understand how financial decisions condition and are conditioned by the rest of the areas if you want to properly manage a corporation.

This course provides an overview of the fundamental concepts necessary for decision making such as: risk and return, portfolio theory, capital asset pricing model, capital structure, debt, and pay-out strategy, weighted average cost of capital (WACC) and ratio analysis.

3. LEARNING OUTCOMES

LEARNING OUTCOMES OF THE DEGREE PROGRAMME

Knowledge

CON03: Ability to select the best financial and tax planning alternative to be applied in the markets and companies in which the activity is carried out, as well as to apply the different tools available for its management.

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Skills

HAB08: Ability to interpret the information provided by the financial statements of a company.

Competences

- CP03: Ability to understand and analyse financial markets, their structure, agents and products.
- CPT01. Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way.
- CPT06. Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential for error, based on objective evidence and data, leading to effective and valid decision-making.
- CPT07. Adapt to adverse, unexpected, stressful situations, whether personal or professional, overcoming them and even turning them into opportunities for positive change.
- CPT08: Show ethical behaviour and social commitment in the performance of the activities of a profession, as well as sensitivity to inequality and diversity.

LEARNING OUTCOME OF THE SUBJECT

- Understanding of the main theoretical concepts, tools and metrics available to the Financial Director of a company for effective management decision-making.
- Completion of problems, cases and activities to demonstrate that the student has acquired the concepts described in the previous section.

4. CONTENT

- Section 1 Introduction to corporate financing.
- Section 2 How do corporations raise venture capital and issue securities.
- Section 3 Risk and Return: measuring market risk, SML, CAPM.
- Section 4 WACC and company valuation.
- Section 5 Debt policy (capital structure).
- Section 6 Payout policy.
- Section 7 Measuring corporate performance: financial ratios.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Problem-based learning.
- Case method: Practical case study activities.
- Cooperative learning.
- Follow-up of the master classes.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

| Actividad formativa | Número de horas |
|--------------------------------------|-----------------|
| LA1: Master class | 40 |
| LA2: Autonomous work | 30 |
| LA3: Oral presentations | 10 |
| LA4: Problems and cases resolution | 15 |
| LA5: Reports and written assignments | 10 |
| LA6: Teamwork activities | 25 |
| LA7: Tests and exams | 5 |
| LA8: Tutorials | 15 |
| TOTAL | 150 |

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

| Assessment system | Weight |
|------------------------------------|--------|
| Exercises and problems solving | 20% |
| Reports and cases | 10% |
| Presentations and oral exhibitions | 20% |
| Knowledge tests | 50% |

When you access the course on the Campus Virtual, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

| Assessable activities | Deadline |
|-------------------------------|-----------|
| Exercises and problem solving | Week 2-12 |
| Reports and cases | Week 4-12 |
| Presentation | Week 10 |
| Final exam | Week 16 |

Este cronograma podrá sufrir modificaciones por razones logísticas de las actividades. Cualquier modificación será notificada al estudiante en tiempo y forma.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- BREALEY, R., MYERS, S. Y ALLEN, F. (2017). FUNDAMENTOS DE LAS FINANZAS CORPORATIVAS (9ª ED.). NUEVA YORK: MCGRAW-HILL.
- ROSS, S., WESTERFIELD, R. Y JORDAN, B. (2019). FUNDAMENTOS DE LAS FINANZAS CORPORATIVAS (12A ED.). NUEVA YORK: MCGRAW-HILL.

10. EDUCATIONAL GUIDANCE, DIVERSITY, AND INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage 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 degree.

Students in need of educational support can write to us at:
orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail. Your assessment is necessary for us to improve.

Thank you very much for your participation.