

COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **DIRECCIÓN FINANCIERA**

Code: 100117

Degree/Master: **GRADO DE ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS** Year: 3

Name of the module to which it belongs: CONTABILIDAD Y FINANZAS

Field: CONTABILIDAD Y FINANZAS

Character: OBLIGATORIA

Duration: FIRST TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: <https://moodle.uco.es/>

LECTURER INFORMATION

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PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None.

Recommendations

Students are advised to have passed the course "Introducción a las finanzas" and "Análisis de Estados Económicos y Financieros" and have at least a basic knowledge of Excel or Calc.

INTENDED LEARNING OUTCOMES

- | | |
|-----|--|
| C92 | To solve problems of financial valuation, both financial decisions and business investment (rel. CB1, CB2, CB3, CB4, CB5, CE1, CE 4, CE7). |
| C45 | To know the mechanism of stock and money markets (rel. CB1, CE7). |

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OBJECTIVES

The subject is designed to get theoretical and practical knowledge about financial planning in companies. When the subject ends, the students will be able to:

Obj1 - To explain what and how financial planification are designed in the short and long-term.

Obj2 - To perform investment project analysis under uncertainty.

Obj3 - To estimate financing needs in the short term.

Obj4 - To assess the different funding sources available to companies.

CONTENT

1. Theory contents

First Section: Introduction

Lesson 1: What is financial planning?

Lesson 2: What is financial planning in the long term?

Lesson 3: What is financial planning in the short term?

Second Section: Tools for financial planning in the long-term

Lesson 4: Financial planning in the long-term: project analysis under uncertainty.

Lesson 5: Financial planning in the long-term: the efficient financial structure and corporate financing.

Third Section: Tools for financial planning in the short-term

Lesson 6: Financial planning in the short-term: the efficient management of working capital and financing needs.

Lesson 7: Financial planning in the short-term: the liquidity report and corporate financing.

2. Practical contents

Given the practical nature of this course, practical classes constitute a fundamental complement to theoretical classes. These sessions are intended to enable students to deepen and consolidate the acquired knowledge in theoretical classes. They will try to simulate those situations students will face in their future professional life.

Practical sessions will rely on cases and exercises elaborated and reviewed by teachers and complemented by exercises contained in the proposed practice manuals. These sessions are preferable in the computer room and their scheduling will be announced to students by teachers in advance.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Decent work and economic growth

Responsible consumption and production

METHODOLOGY

General clarifications on the methodology (optional)

This is not a monolingual but a bilingual course. Therefore, both, English and Spanish languages shall be used during the classes for theoretical and practical activities.

The 60 classroom hours are divided as follows:

a) Theoretical classes (45 classroom hours): These classes will largely consist of masterclasses, whose main contents will be included in power-point presentations previously put at the disposal of the students on Moodle platform. Along with the teachers' explanation, theoretical sessions will also include other activities involving students' performances in English, such as solving problems and exercises. In addition, intense use of media resources in English, especially videos, will be made during theoretical classes.

b) Practical sessions (15 classroom hours): In these classes, students will be asked to solve problems and exercises

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in the computer room using a spreadsheet.

Methodological adaptations for part-time students and students with disabilities and special educational needs

Teachers will take into account the availability and situation of part-time students. Their adaptation to the subject will be held by mutual agreement between teachers and involved students at the beginning of the semester.

Evaluation criteria will ensure equal rights and opportunities for all students.

Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	4	-	4
<i>Case study</i>	-	15	15
<i>Conference</i>	2	-	2
<i>Group work (cooperative)</i>	8	-	8
<i>Lectures</i>	27	-	27
<i>Tutorials</i>	4	-	4
Total hours:	45	15	60

Off-site activities

Activity	Total
<i>Activities</i>	10
<i>Exercises</i>	10
<i>Group work</i>	20
<i>Information search</i>	6
<i>Reference search</i>	6
<i>Self-study</i>	38
Total hours	90

WORK MATERIALS FOR STUDENTS

Case studies
Coursebook
Exercises and activities
Oral presentations
References

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Clarifications

During the course, the materials are available in the virtual classroom of the Universidad de Córdoba, except for those books that are available in the library.

EVALUATION

Intended learning	Case Studies	Exams	Problem solving
C45	X	X	X
C92	X	X	X
Total (100%)	15%	60%	25%
Minimum grade	5	5	5

(*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

Attendance will be assessed?:

No

General clarifications on instruments for evaluation:

- The resolution of a series of case studies and/or problems is considered a part of the continuing assessment:
 - The lecturers will propose to the students the resolution of a series of case studies by groups. The average mark of them will constitute 15% of the final mark of the subject.
 - The students will make a cooperation work case in groups, both writing a report (20%) and making an oral presentation (5%). The average mark of them will constitute 25% of the final mark of the subject.
- The exam (60% of the mark of the subject) will be constituted by a theoretical part using multiple-choice tasks (30%) and a practical part using problem-solving (30%):
 - The theoretical part will be marked using the continuing assessment by seven test exams performed at the end of each Lesson.
 - The practical part will be marked using a final exam.
- To pass the course, it will be needed to obtain: an average score of at least 5 in Case Studies and Problem solving; a minimum score of at least 5 in the theoretical part considering the seven test exams as a whole; a minimum score of at least 5 in the practical part of the exam.
- The previous criteria will be maintained for the two ordinary calls.
- In the event that a student does not meet the criteria outlined above, his/her score will be SUSPENSO.
- Students who fail the subject in the first ordinary call, will keep the passed part (be it theory, practice and/or cooperation work) until the second ordinary call. In the secondary call, the students can make again the failed part (theory, practice and/or cooperation work).

Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

Part-time students may choose to do the Case Studies (40%) individually and the final exam (60%).

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Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

The final exam will be 100% of the mark of the subject and will be constituted by a theoretical part using a multiple choice exam and a practical part using problems' solving.

Qualifying criteria for obtaining honors:

Las matrículas de honor disponibles (1 por cada 20 alumnos) serán otorgadas a los alumnos con calificación de SOBRESALIENTE que obtengan las mejores calificaciones finales.

BIBLIOGRAPHY

1. Basic Bibliography

Brealey, R.A.; Myers, S.C. (2014) Principles of Corporate Finance. McGraw-Hill, Boston, 11th edition.

Brealey, R.A.; Myers, S.C. y Marcus, A.J. (2015) Fundamentals of Corporate Finance. McGraw-Hill, New York, 8th edition.

Garagorri, I. (2014). Dirección Financiera. Centro de Estudios Financieros.

2. Further reading

Aguiar, I. (Coord.) (2012) Finanzas corporativas en la práctica (3ª ed.) Delta.

Martínez Abascal, E. (2012) Finanzas para directivos (2ª ed.) McGraw-Hill.

Mascareñas, J. (2010) Finanzas para directivos. Pearson.

Pindado García, J. (2012) Finanzas empresariales. Paraninfo.

Ross, S.A.; Westerfield, R.W.Y; Jordan, B.D. (2010) Fundamentos de finanzas corporativas (9ª ed.). McGraw-Hill.

COORDINATION CRITERIA

Common evaluation criteria

Joint activities: lectures, seminars, visits ...

Tasks deadlines

Tasks performance

SCHEDULE

Period	Assessment activities	Case study	Conference	Group work (cooperative)	Lectures	Tutorials
1# Fortnight	0,0	2,0	0,0	0,0	6,0	0,0
2# Fortnight	0,0	2,0	0,0	0,0	6,0	0,0
3# Fortnight	0,0	2,0	2,0	0,0	4,0	0,0
4# Fortnight	0,0	2,0	0,0	4,0	2,0	1,0
5# Fortnight	0,0	2,0	0,0	2,0	4,0	1,0

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Period	Assessment activities	Case study	Conference	Group work (cooperative)	Lectures	Tutorials
6# Fortnight	0,0	2,0	0,0	2,0	4,0	1,0
7# Fortnight	4,0	3,0	0,0	0,0	1,0	1,0
Total hours:	4,0	15,0	2,0	8,0	27,0	4,0

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.