

Guía docente / *Course Syllabus*

2018-19

1. Descripción de la Asignatura / *Course Description*

Asignatura <i>Course</i>	DIRECCIÓN FINANCIERA I (docencia en inglés)
Códigos <i>Code</i>	504027; 902038
Facultad <i>Faculty</i>	Facultad de Ciencias Empresariales
Grados donde se imparte <i>Degrees it is part of</i>	Grado en Administración y Dirección de Empresas (Inglés); Doble Grado en Administración y Dirección de Empresas (Inglés) y Derecho
Módulo al que pertenece <i>Module it belongs to</i>	Contabilidad y finanzas
Materia a la que pertenece <i>Subject it belongs to</i>	Finanzas
Departamento responsable <i>Department</i>	Economía Financiera y Contabilidad
Curso <i>Year</i>	3º
Semestre <i>Term</i>	2º
Créditos totales <i>Total credits</i>	6
Carácter <i>Type of course</i>	Obligatoria
Idioma de impartición <i>Course language</i>	Inglés
Modelo de docencia <i>Teaching model</i>	B1

Clases presenciales del modelo de docencia B1 para cada estudiante: 27 horas de enseñanzas básicas (EB), 18 horas de enseñanzas prácticas y de desarrollo (EPD) y 0 horas de actividades dirigidas (AD). Hasta un 10% de la enseñanza presencial puede sustituirse por docencia a distancia (también presencial, pero posiblemente asincrónica), de acuerdo con la programación de la Asignatura publicada antes del comienzo del curso.

Number of classroom teaching hours of B1 teaching model for each student: 27 hours of general teaching (background), 18 hours of theory-into-practice (practical group tutoring and skill development) and 0 hours of guided academic activities. Up to 10% of face-to-face sessions can be substituted by online teaching, in accordance with the course schedule published before it begins.

2. Responsable de la Asignatura / *Course Coordinator*

Nombre <i>Name</i>	Emma Berenguer Cárceles
Departamento <i>Department</i>	Economía Financiera y Contabilidad
Área de conocimiento <i>Field of knowledge</i>	Economía Financiera y Contabilidad
Categoría <i>Category</i>	Profesora Contratada Doctora Temporal
Número de despacho <i>Office number</i>	7.4.4
Teléfono <i>Phone</i>	954978180
Página web <i>Webpage</i>	
Correo electrónico <i>E-mail</i>	ebercar@upo.es

3. Ubicación en el plan formativo / *Academic Context*

Breve descripción de la asignatura <i>Course description</i>	This course is an introduction to financial management. The course offers an overview to capital budgeting problems, portfolio theory, asset pricing and the relationship between risk and return.
Objetivos (en términos de resultados del aprendizaje) <i>Learning objectives</i>	<p>The objective of the course is to provide the student with the conceptual framework necessary to understand the problems facing a financial manager. Readings, class lectures and homework will focus on the basic tools used by financial analysts and decision makers. More advanced topics will be covered in Financial Management II next term.</p> <p>The course is divided in two parts. The first one is about the creation of value in a firm. We will learn how to compute the value of the bonds and stocks issued by a firm, and how to invest in projects that add value to the firm. In the second part, we study the relationship between risk and return, and its effects on asset pricing and capital budgeting. We also analyze some of the practical problems that a financial manager comes across when making capital budgeting decisions.</p>
Prerrequisitos <i>Prerequisites</i>	Successful completion of introductory courses in Accounting, Statistics and Business Administration.
Recomendaciones <i>Recommendations</i>	. Students are advised to: <ul style="list-style-type: none">• Have a good level of English• Have at least a basic knowledge of Financial Accounting, Statistics, Economics and Mathematics• Read financial newspapers
Aportaciones al plan formativo <i>Contributions to the educational plan</i>	Financial Management I is a basic course offered in English in the second term of the second year of the Degree in Finance and Accounting. This is the first course that the Academic Area of Finance offers in this Degree. It provides the basic tools needed to understand the job of the financial manager in a corporation. There

is a continuation course in the following year: Financial Management II.

4. Competencias / Skills

Competencias básicas de la Titulación que se desarrollan en la Asignatura <i>Basic skills of the Degree that are developed in this Course</i>	CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
Competencias generales de la Titulación que se desarrollan en la Asignatura <i>General skills of the Degree that are developed in this Course</i>	CGI1 - Capacidad de análisis y síntesis CGI2 - Capacidad de organización y planificación CGI7 - Capacidad para la resolución de problemas. CGI8 - Capacidad para tomar decisiones CGP1 - Capacidad para trabajar en equipo CGP3 - Trabajo en un contexto internacional CGP6 - Capacidad crítica y autocrítica CGP8 - Trabajar en entornos de presión CGS3 - Capacidad de aprendizaje autónomo CGS6 - Capacidad de Adaptación a nuevas situaciones CGS8 - Liderazgo
Competencias transversales de la Titulación que se desarrollan en la Asignatura <i>Transversal skills of the Degree that are developed in this Course</i>	CT2 - Comunicación oral y escrita en una lengua extranjera. CT4 - Conocimientos de informática relativos al ámbito de estudio. CT8 - Actuar de acuerdo con criterios de responsabilidad social, principios de igualdad de oportunidades entre hombres y mujeres, principios de igualdad de oportunidades y accesibilidad universal de las personas con discapacidad y los valores propios de una cultura de la paz y de valores democráticos.
Competencias específicas de la Titulación que se desarrollan en la Asignatura <i>Specific competences of the Degree that are developed in the Course</i>	CE16 - Realizar e interpretar informes sobre liquidez, rentabilidad y solvencia de organizaciones a partir de sus estados financieros, para la toma de decisiones CE20 - Desempeñar la función de la gestión financiera de las empresas: Seleccionar proyectos de inversión y fuentes de financiación, conocer el funcionamiento de los mercados financieros nacionales e internacionales, realizar operaciones financieras en el ámbito empresarial, realizar operaciones integradas en el ámbito de las finanzas corporativas, interpretar la información financiera de las empresas y de la Bolsa de Valores.
Competencias particulares de la asignatura, no incluidas en la memoria del título <i>Specific skills of the Course, not included in the Degree's skills</i>	- Being able to realize viability and financial planning studies. Being able to compose an efficient portfolio; - Financial decision making skills; - Ability to put the financial theory into practice; - Understanding of the common business operations, as well as of the design and analysis of investment and financial strategies; - Understanding of the common financial operations in business; - Interpreting and processing stock exchange data; - Critical attitude to the financial reality.

5. Contenidos de la Asignatura: temario / Course Content: Topics

TEMA 1	TOPIC 1:INTRODUCTION TO FINANCIAL MANAGEMENT
1.1	The role of the financial manager
1.2	Net Present Value (NPV)

1.3	The opportunity cost of capital
1.4	Valuing long-lived assets: annuities and perpetuities
1.5	Valuing bonds
TEMA 2	TOPIC 2: VALUATION OF COMMON STOCKS
2.1	The Discounted Cash Flow (DCF) model
2.2	Valuation of common stocks with DCF model
2.3	Stock price and earning per share: the P/E ratio
TEMA 3	TOPIC 3: MAKING INVESTMENT DECISIONS
3.1	Criteria to make investment decisions
3.2	The Net Present Value (NPV)
3.3	Payback period
3.4	The Internal Rate of Return (IRR)
TEMA 4	TOPIC 4: THE NET PRESENT VALUE RULE
4.1	Calculating Cash Flows
4.2	An Introduction to the incremental cash flows
4.3	Inflation treatment
TEMA 5	TOPIC 5: RISK AND RETURN
5.1	Calculating returns and measuring risk
5.2	Historical results
TEMA 6	TOPIC 6: PORTFOLIO THEORY AND THE CAPITAL ASSET PRICING MODEL
6.1	Risk and return of a portfolio
6.2	The effect of diversification
6.3	The Markowitz model:the efficient frontier
6.4	Market risk and beta
6.5	The CAPM and its empirical validation
TEMA 7	TOPIC 7: PROYECT ANALYSIS
7.1	The Capital Investment Process
7.2	Sensitivity analysis
7.3	Decision trees

6. Metodología y recursos / *Methodology and Resources*

Metodología general <i>Methodology</i>	The course is divided into: - General Background: 17 sessions - Practical/development Knowledge-buildings: 11 sessions Resources: - Traditional classrooms - Web ct - Case study
Enseñanzas básicas (EB) <i>General teaching</i>	General/Background sessions: Through these clases, the lecturer Will explain and analyze all the basic theoretical concepts of the course. Debate among students Will be promoted.
Enseñanzas prácticas y de desarrollo (EPD)	Practical/Developmental knowledge-building sessions.

<i>Theory-into-practice</i>	In these classes the students will work on the solution for problems and real-life situations based on the theoretical concepts studied in the general/background sessions. There will be a series of follow-up controls of the work realized by the students in these classes. In addition, several computer sessions will be carried out, in which practical questions related to the theory will be solved using Microsoft Excel, providing the opportunity to the students to learn how to apply this software to solve financial problems.
Actividades académicas dirigidas (AD) <i>Guided academic activities</i>	

7. Criterios generales de evaluación / Assessment

Primera convocatoria ordinaria (convocatoria de curso) <i>First session</i>	<p>El 40% de la calificación procede de la evaluación continua. El 60% de la calificación procede del examen o prueba final. On-going assesment (40%):</p> <p>The understanding of the subject will be evaluated during the course. The assesment system will consist of developing problems, exams with short answers or multiple choice. The teacher will explain in detail at the beginning of the course, the evaluation system chosen. Final exam:</p> <p>At the end of the semester, students will sit a written exam worth 60% of the final grade for the course. Theoretical and practice Knowledge will be evaluated.</p> <p>The final grade of the course will be calculated as follows: $0.6 \times (\text{Final exam}) + 0.40 \times (\text{Continuous evaluation: Class exams})$. Students must achieve at least 5 points out of 10 to pass the course.</p> <p>The following minimum marks are needed: Final exam: 3.5 points out of 10.</p>
Segunda convocatoria ordinaria (convocatoria de recuperación) <i>Second session (to re-sit the exam)</i>	<p>The students that have not passed the subject in the “Course Call” will have the possibility to attend the “Retake Call”.</p> <p>If the student did not follow the system of continuous evaluation or did not successfully passed the continuous evaluation, in the recovery call the student will be assessed of all contents and skills that appear in the course syllabus, so that he/she can opt for 100% of the grades of this subject.</p> <p>Even though the student has successfully passed the continuous evaluation, he/she will be entitled to be evaluated over the 100% of the grades of the subject, provided he/she resign explicitly the grades obtained in the continuous evaluation. The student must inform of this circumstance in written form the course coordinator with a minimum time interval of 10 days before the sitting of the exam, so that there is enough time to reorganize the evaluation process.</p> <p>-The minimum punctuation requirement is applicable to any exam of this course.</p>

<p>Convocatoria extraordinaria de noviembre <i>Extraordinary November session</i></p>	<p>Se activa a petición del alumno siempre y cuando éste esté matriculado en todas las asignaturas que le resten para finalizar sus estudios de grado, tal y como establece la Normativa de Progreso y Permanencia de la Universidad. Se evaluará del total de los conocimientos y competencias que figuren en la guía docente del curso anterior, mediante el sistema de prueba única. The student will be evaluated of all contents and skills that appear in the course syllabus, so that she/he can opt to 100% of the grades of this subject. A unique test will be implemented.</p>
<p>Criterios de evaluación de las enseñanzas básicas (EB) <i>General teaching assessment criteria</i></p>	<p>Durante la evaluación continua: The teacher will explain the evaluation criteria during the course Durante el examen o prueba final (1ª convocatoria): The teacher will explain the evaluation criteria during the course Durante el examen o prueba final (2ª convocatoria): The teacher will explain the evaluation criteria during the course</p>
<p>Criterios de evaluación de las enseñanzas prácticas y de desarrollo (EPD) <i>Theory-into-practice assessment criteria</i></p>	<p>Durante la evaluación continua: The teacher will explain the evaluation criteria during the course Durante el examen o prueba final (1ª convocatoria): The teacher will explain the evaluation criteria during the course Durante el examen o prueba final (2ª convocatoria): The teacher will explain the evaluation criteria during the course</p>
<p>Criterios de evaluación de las actividades académicas dirigidas (AD) <i>Criteria of assessment of guided academic activities</i></p>	<p>Durante la evaluación continua: Does not apply Durante el examen o prueba final (1ª convocatoria): Does not apply Durante el examen o prueba final (2ª convocatoria): Does not apply</p>
<p>Puntuaciones mínimas necesarias para aprobar la Asignatura <i>Minimum passing grade</i></p>	<p>1ª convocatoria: The final grade of the course will be calculated as follows: $0.6 \times (\text{Final exam grade}) + 0.40 \times (\text{Continuous evaluation mark: Class exams})$. Students must achieve at least 5 points out of 10 to pass the course. Final exam: 3.5 points out of 10 minimum 2ª convocatoria: The final grade of the course will be calculated as follows: $0.6 \times (\text{Final exam grade}) + 0.40 \times (\text{Continuous evaluation mark: Class exams or retake})$. Students must achieve at least 5 points out of 10 to pass the course. Final exam: 3.5 points out of 10 minimum</p>
<p>Material permitido <i>Materials allowed</i></p>	<p>No reference books or notes whatsoever will be allowed on semester or final exams. Calculators will be permitted. Students should bring photo ID to all exams for identification purposes</p>
<p>Identificación en los exámenes <i>Identification during exams</i></p>	<p>En cualquier momento de la realización de una prueba de evaluación los profesores podrán requerir la acreditación de la identidad de cualquier estudiante, mediante la exhibición de su carnet de estudiante, documento nacional de identidad, pasaporte u otro documento válido a juicio del examinador. Si no lo hiciese, el estudiante podrá continuar la prueba, que será calificada solo si la documentación es presentada en el plazo que el examinador establezca.</p>
<p>Observaciones adicionales <i>Additional remarks</i></p>	

Los estudiantes inmersos en un programa de movilidad o en un programa de deportistas de alto nivel, así como los afectados por razones laborales, de salud graves o por causas de fuerza mayor debidamente acreditadas, tendrán derecho a que en la convocatoria de curso se les evalúe mediante un sistema de evaluación de prueba única. Para ello, deberán comunicar la circunstancia al profesor responsable de la asignatura antes del fin del periodo docencia presencial.

Students enrolled in a mobility program or a program for high-level athletes, as well as students affected by work or serious health problems or reasons of force majeure duly accredited, will have the right to be evaluated during the first session through a single test evaluation system. To do this, they must report changes in their circumstances to the program coordinator before the end of the teaching period.

8. Bibliografía / Bibliography

COURSE TEXTBOOK	<ul style="list-style-type: none">• Brealey, R.A; Myers, S.C and Allen, F (2014) “Principles of Corporate Finance”, <i>Mc Graw-Hill, 11th Edition</i>
FURTHER READING	<ul style="list-style-type: none">• Welch, I (2013) “Corporate Finance”, <i>Prentice-Hall, 2nd Edition</i>