

### BASIC DETAILS:

<b>Subject:</b>	FINANZAS AVANZADAS II. CONTROL FINANCIERO		
<b>Id.:</b>	30592		
<b>Programme:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (BOE 26/11/2010)		
<b>Module:</b>	FINANZAS AVANZADAS		
<b>Subject type:</b>	OPTATIVA		
<b>Year:</b>	3	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	60	<b>Individual study:</b>	90
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	ROMERO MATUTE, YERAY (T)	<b>Email:</b>	yromero@usj.es

### PRESENTATION:

The course "Control Financiero" has as main purpose the analysis of business and business valuation. Using both theoretical and practical components, this course starts with a brief introduction to financial valuation and its main components, but also deals with the study of the standards of value, and the theory of financial and operational measures and the quantitative and qualitative research techniques.

To carry out the development of the stages of financial valuation, the course provides the knowledge, skills and ability to analyze the valuation techniques and the Balanced scorecard.

### PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement
	G04	Use of information and communication technologies
	G09	Oral and written communication in English in academic and professional contexts.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G12	Ability to incorporate scientific research and evidence-based practice as a professional culture, updating knowledge and skills continuously.
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.
	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.
<b>Specific programme competences</b>	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E06	Understand the processes related to professional activity in the field of auditing (internal and external) of the organisations.
	E07	Ability to design tax and accounting consultancy and advisory plans.
	E09	Appreciate how the domestic and international financial markets operate.
	E10	Understand financial operations taking place in business environments, designing and analysing investment and financing strategies.
E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.	
<b>Learning outcomes</b>	R1	Be capable of managing the key tools in internal control in various business processes.
	R2	Know how to choose the best financial strategy for the company and the most suitable for business to develop sources of funding.
	R3	Learn how to use, adapting to the current market circumstances, the various existing assessment methods.

### PRE-REQUISITES:

It is highly advisable to have attended the subjects "Matemáticas de las operaciones financieras" and "Dirección Financiera I"

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**SUBJECT PROGRAMME:**

**Subject contents:**

<b>1 - Control and management of the company</b>
1.1 - Preliminary issues
1.2 - Elements of control and management of the company
1.3 - Planning Systems
1.4 - Legal aspects

1.5 - Balance ScoreCard
<b>2 - Compliance</b>
2.1 - Elements
2.2 - Methods
2.3 - Company and market strategies
<b>3 - Balance sheet and income statement</b>
3.1 - Budget planning
3.2 - Budget preparation
3.3 - Sales and distribution expenditure
<b>4 - Financial information Analysis and creative accounting</b>
4.1 - Manufacturing and Procurement
4.2 - Treasury
4.3 - Strategic costs
4.4 - Control by indicators.
<b>5 - Analysis of the short-term financial situation</b>
5.1 - Investments
5.2 - Expenses
5.3 - Profits
5.4 - Transfer pricing.
<b>6 - Analysis of the long-term financial situation</b>
6.1 - Quantitative and qualitative research techniques
6.2 - Legal aspects
<b>7 - Business evaluation</b>
7.1 - Reports
7.2 - Company audits
7.3 - Legal issues

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

The main methodologies used in this course will be:

- Theoretical presentation of the main aspects of the subject. These explanations will be accompanied by practical exercises to reinforce the knowledge. In any case, the active participation of students will always be encouraged.
- A case that students will have to solve in groups. The teacher will give all the necessary explanations to realize this work during the course.
- Presentation of these cases in class. Students must present these cases in class to their counterparts if so required by the teacher, being able to answer their questions.
- Tutorials

### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	24
	Other theory activities	2
	Practical exercises	6
	Practical work, exercises, problem-solving etc.	8

	Debates	4
	Coursework presentations	5
	Films, videos, documentaries etc.	2
	Workshops	4
	Other practical activities	2
	Assessment activities	3
<b>Individual study</b>	Tutorials	8
	Individual study	24
	Individual coursework preparation	14
	Group coursework preparation	6
	Project work	14
	Research work	5
	Recommended reading	12
	Other individual study activities	7
<b>Total hours:</b>		<b>150</b>

### ASSESSMENT SCHEME:

#### Calculation of final mark:

Written tests:	10 %
Individual coursework:	25 %
Group coursework:	5 %
Final exam:	45 %
Final Written Test:	15 %
<b>TOTAL</b>	<b>100 %</b>

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

### BIBLIOGRAPHY AND DOCUMENTATION:

#### Basic bibliography:

Hitchner, J. Financial valuation. Applications and models. Ed. Wiley. 2011

#### Recommended bibliography:

BREALEY, R. Fundamentos de Finanzas Corporativas. McGraw Hill. 2007

BRUN, X. Matemática financiera y estadística básica: cálculos financieros y conocimientos estadísticos. Ed. Bresca. 2008

KAPLAN, R; NORTON, D. Como utilizar el cuadro de mando integral. (2ª ED.). Ediciones Gestión 2000.

MARTÍN FERNANDEZ, M. y MARTÍNEZ SOLANO, P. Casos prácticos de dirección financiera. Madrid: Pirámide, 2000.

#### Recommended websites:

Banco de España	<a href="http://www.bde.es">www.bde.es</a>
Banco Mundial	<a href="http://econ.worldbank.org">econ.worldbank.org</a>
Instituto nacional de estadística	<a href="http://www.ine.es">www.ine.es</a>
Eurostat	<a href="http://ec.europa.eu/eurostat">http://ec.europa.eu/eurostat</a>
Comisión Nacional del Mercado de Valores	<a href="http://www.cnmv.es">www.cnmv.es</a>