

## **MÁSTER UNIVERSITARIO EN DIRECCIÓN FINANCIERA Y CONTABLE DE LA EMPRESA (Official Master's Degree in Accounting and Financial Management)**

### **SUBJECT**

- **Name:** Strategy and Finance

Type of subject: compulsory

Credits: 3 ECTS

Hours dedication: 18 hours (in classroom) 60 hours (out classroom)

Coordinator of the subject:

Contact: [luz.parrondo@upf.edu](mailto:luz.parrondo@upf.edu)

Professors: Oriol Amat

Contact: [oriol.amat@upf.edu](mailto:oriol.amat@upf.edu)

### **COURSE DESCRIPTION**

The course is devoted to the study of recent trends in the analysis of companies using financial statements, non financial information, industry ratios, prediction techniques and to identify how to design the financial management of the firm.

### **Goals**

The course aims that the students learn how to:

- Use qualitative techniques in analysis of companies.
- Perform the analysis of financial statements including consolidated statements and non financial reporting (Triple Bottom Line: Economic, Social and Sustainability reports).
- Perform the analysis of individual corporations with aggregates and industry ratios.
- Use insolvency prediction models; and credit scoring and credit rating models.
- Make decisions in relation to the financial situation of the company.
- Use of the techniques of financial management by identifying the best financial policies to make decisions.

### **Specific Abilities**

CE1. Taking decisions aimed at achieving the company's overall accounting and financial objectives through the application of practical and advanced analysis

techniques adapted to the business sector in which it operates.

CE2. Applying expert knowledge to finances and accounting through actual cases, role-play and real practices.

CE3 Developing negotiating and conflict management skills through real situations and practices in order to make socially-responsible business decisions in the accounting and finance field.

CE4 Ensuring the company's overall accounting and financial objectives are achieved through negotiation and balancing of the individual goals of each of the areas involved in the accounting and finance field.

CE5 Carrying out projects in the accounting and finance field in order to have a set of scenarios to make the best decisions.

CE6. Applying specific analytical techniques from the field of finances and accounting with the aim of taking the most appropriate decisions, taking into account the economic context and the company's expectations.

CE7 Designing the ideal accounting and financial framework for the company, taking account of its strategic objectives.

CE8. Managing the company's financial resources effectively and efficiently with the aim of increasing its profits and profitability, in keeping with its overall accounting and financial objectives.

## **Methodology**

The methodology used in the subject is essentially participatory and is fundamentally based on the discussion of practical cases, explanations based on real-world business experience and case presentations, reading and exercises by the participants. The subject materials must be worked on at home. This will allow sessions to focus on aspects previously discussed and ensure they are essentially practical. Moreover, presentations of cases, exercises and reading materials will be common. The groups/participants that are not presenting will have to submit a written assignment on the completion of their exercise to the professor or hand it in in the subject's global classroom.

## **Evaluation criteria**

30 % Exam

70 % Case studies, final project, oral presentations, attendance etc.

## **Total course**

Students need to obtain a minimum of 5 in the final exam to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain **a minimum of 5 in the exam** will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5**.

Students are required to **attend 80% of classes**. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

## Contents

1. Last trends in qualitative techniques in analysis of companies.
2. Review of the most recent research in the analysis of financial statements including consolidated statements and non financial reporting. Analysis of individual corporations with aggregates and industry ratios.
3. Insolvency prediction models.
4. Credit scoring and credit rating models.
5. Triple Bottom Line: Economic, Social and Sustainability reports.
6. Make decisions in relation to the financial situation of the company.
7. Use of the techniques of financial management by identifying the best financial policies to make decisions.

## Reading Materials/ Bibliography/Resources

- Amat, O. (2015): Analysis of financial statements, Class notes.
- Amat, O., Manini, R. and Anton, M. (2017): Credit Concession through credit scoring: Analysis and application proposal, *Intangible Capital*, 13(1): 51-70 – Online ISSN: 1697-9818 – Print ISSN: 2014-3214. <http://dx.doi.org/10.3926/ic.903>
- Fitó, M.A., Plana-Erta, D. and Llobet, J. (2018): Usefulness of Z scoring models in the early detection of financial problems in bankrupt Spanish companies, *Intangible Capital*, 14(1): 162-170 – Online ISSN: 1697-9818 – Print ISSN: 2014-3214. <https://doi.org/10.3926/ic.1108>
- Morningstar (2020): General Corporate Methodology, Morningstar

DBRS.

<https://www.dbrsmorningstar.com/research/359999/general-corporate-methodology>

- Standard & Poor's (2013a): Corporate methodology, Standard & Poor's Global.
- Standard & Poor's (2013b): Group Rating Methodology: Corporate Entities, Standard & Poor's Rating Services.

### **Bio of Professor**

**Oriol Amat** is Dean UPF Barcelona School of Management  
Professor of Financial Economics and Accounting, Universitat Pompeu Fabra

#### **Other present positions :**

Dean Catalan Economist Association

Vice President Catalan Accounting Association (ACCID)

From 1979 it has made diverse professional works in the area of Accounting and Finance. He has been visiting professor of several European, American and Asian universities. He has been member of the board of the Spanish Stock Exchange Supervisor (CNMV) and President of the Spanish Register of Accounting Experts.

Has published several books translated to different languages and numerous articles in academic and professional journals in the field of accounting and finance. Key note speaker in national and international Congresses. Director of Revista de Contabilidad y Dirección, Deputy Director of Revista Iberoamericana de Contabilidad y Dirección. Editorial board member of other academic journals.