

Course unit title: BUSINESS FINANCE

Course unit code: 1-2-08

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 1st

Semester: 2st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer: Luís Capaz Coelho

Objectives

The Business Finance discipline is included in a Marketing Management course for different reasons:

The increasingly technical language used in the business world;

The responsibilities attributed to the organization collaborators both in the area of cost control and in the possible generating of revenues in their business areas; the need for an increasingly planned and controlled administration for an overall effective management.

Learning outcomes of the course unit

Develop knowledge on financial analysis tools, methods and techniques, giving an integrated view of their use in business and investment decision making.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

I - Financial information

II - Financial information analysis

III - Throughput efficiency and the risk.

IV - Capitalisation, discount and laces.

V - Investment choice and control

Recommended Reading

- WILD, John; Leopold Bernstein, K. Subramanyan (2001). Financial Statement Analysis. 7th Ed. Boston, McGraw-Hill.
- FERREIRA, Rogério (1986). Lições de Gestão Financeira. vol. I e vol. II, Livraria Arnado, Coimbra.
- HAWKINS, D. (1997). Corporate Financial Reporting and Analysis - Text and Cases. 4th Ed., Irwin, Homewood, Illinois.
- ROSS, Stephen, Randolph Westerfield and Jeffrey Jaffe (2001). Corporate Finance. 6th Ed., McGraw-Hill, Boston.
- SAMUELS, J.M., R.E. Brayshaw e J.M. Craner (1995). Financial Statement Analysis in Europe. 1^a Ed., Chapman & Hall, Londres.
- WESTON, J. Fred and Thomas Copeland (1992). Managerial Finance. 9th Ed., The Dryden Press, Chicago.
- GITMAN, Lawrence (2001). Principles of Managerial Finance. 10th Ed., Pearson Wesley Longman, Reiding, Mass.

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese