

**COURSE DATA****Data Subject**

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|----------------------|-----------------------------------|
| Code | 35946 |
| Name | Financial planning and management |
| Cycle | Grade |
| ECTS Credits | 6.0 |
| Academic year | 2020 - 2021 |

Study (s)

| Degree | Center | Acad. year | Period |
|---|----------------------|-------------------|---------------|
| 1315 - Degree in Finance and Accounting | Faculty of Economics | 4 | First term |
| 1328 - Degree in Finance and Accounting (Ontinyent) | Faculty of Economics | 4 | First term |

Subject-matter

| Degree | Subject-matter | Character |
|---|---------------------------------------|------------------|
| 1315 - Degree in Finance and Accounting | 15 - Foundations of corporate finance | Obligatory |
| 1328 - Degree in Finance and Accounting (Ontinyent) | 15 - Foundations of corporate finance | Obligatory |

Coordination

| Name | Department |
|-----------------------------------|------------------------|
| SANCHIS BERENGUER, VICENTE ANDRES | 172 - Business Finance |

SUMMARY

Financial planning and management is a 6 ECTS credit compulsory subject that is part of the Finance module and, within it, of *Fundamentals of corporate finance*. Within the temporary distribution of the subjects in the degree of Finance and Accounting it is taught in the first term of the fourth year.

The fundamental objective of the subject is to present students with the most usual techniques used in the company for financial planning, both long and short term. In particular, the importance of the financial aspects of planning for the survival and competitiveness of the company in the current socioeconomic environment is explained and the different financial instruments available to the company are analysed. Likewise, and given its close connection with short-term financial planning, it is intended to highlight the importance and implications of the company's working capital management.



Although it is intended to give the subject an eminently practical approach, it is considered necessary to transmit to students the basic theoretical concepts about the strategic planning and the financial planning of the company.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

To follow the class explanations and understand the concepts of the subject, it is necessary that students have a minimum knowledge of Theory of investment, Theory of Financing, Financial Accounting and Financial Mathematics. Likewise, it is very convenient to have knowledge about the use of spreadsheets in order to be able to implement on computer the models that will be seen in the subject.

OUTCOMES

1315 - Degree in Finance and Accounting

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- Conocer los instrumentos de soporte financiero para las empresas y sus implicaciones sobre el valor.
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LEARNING OUTCOMES

As a result of the learning process, the student will obtain the following results:

1. Basic knowledge for the identification and use of the mathematical techniques proper to the financial valuation.
2. Ability to correctly interpret the financial information extracted from the applications and specific cases of the financial world.
3. Description and analysis of the main banking operations, encouraging the ability to approach the study of new operations that may arise in a market subject to continuous and important changes such as banking.
4. Possibility of establishing and developing viable investment and financing policies appropriate to business strategies.
5. Ability to design a company's indebtedness policy.



6. Implementation and development of ad hoc models for the financial management of the company.

DESCRIPTION OF CONTENTS

1. STRATEGIC PLANNING AND FINANCIAL PLANNING

1. Strategy, Strategic Planning and Financial Planning
2. Objectives of Financial Planning
3. The process of Financial Planning
4. Financial Planning Division: Classical and Modern

Bibliography:

AMAT SALAS, J. M. (1992): La planificación financiera. EADA Gestión, Barcelona, pp. 13-32.

MENGUZZATO, M. and RENAU, J. J. (1994): La dirección estratégica de la empresa. Ariel Economía. Madrid, pp. 75-125.

RUIZ MARTÍNEZ, R.J. and GIL CORRAL, A.M. (2001): La planificación financiera de la empresa. ISTP, pp. 43-65.

DURBÁN OLIVA, S. et al. (2009): Planificación financiera en la práctica empresarial. Pirámide, pp. 61-66.

2. DIAGNOSIS OF THE COMPANY'S PATRIMONIAL AND FINANCIAL SITUATION

1. Objectives of the patrimonial and financial analysis
2. Patrimonial structure ratios
3. Result ratios
4. Asset management ratios: rotations

Bibliography:

AMAT, O. (2008): Comprender la contabilidad y las finanzas. Gestión 2000, chapters 9-12.

BREALEY et al. (2010): Principios de finanzas corporativas. McGraw-Hill, chapter 29.

ROSS, S.A.; WESTERFIELD, R. W. and JORDAN, B.D. (2010): Fundamentos de finanzas corporativas. McGraw-Hill, chapter 3.

AMAT, O. (2008): Comprender la contabilidad y las finanzas. Gestión 2000, capítulos 9-12.

CANTALAPIEDRA, M. (2005): Manual de gestión financiera para pymes. Ed. CIE Dossat 2000, chapter 3.

GONZÁLEZ PASCUAL, J. (2010): Análisis de la empresa a través de su información económico-financiera. Fundamentos teóricos y aplicaciones. Pirámide

ROSS, S. A.; WESTERFIELD, R. W. and JORDAN, B. D. (2010): Fundamentos de finanzas corporativas. McGraw-Hill, chapter 3.



3. LONG-TERM FINANCIAL PLANNING

1. The financial flows of the capital cycle and the exploitation cycle
2. The process of preparing the long-term financial plan
3. The capital budget

Bibliography:

AMAT SALAS, J. M. (1992): La planificación financiera. EADA Gestión, Barcelona, pp. 13-32.
BLANCO F. et al. (2007): Dirección financiera I. Selección de Inversiones. Pirámide, pp. 33-45.
DURBÁN OLIVA, S. et al. (2009): Planificación financiera en la práctica empresarial. Pirámide, pp. 66-84.
RUIZ MARTÍNEZ, R.J. and GIL CORRAL, A.M. (2001): La planificación financiera de la empresa. ISTP, pp. 65-75.

4. THE SHORT-TERM FINANCIAL PLANNING

1. The process of preparing the short-term financial plan
2. The operating budget
3. The treasury budget and its adjustment
4. The balance sheet

Bibliography:

AMAT SALAS, J. M. (1992): La planificación financiera. EADA Gestión, Barcelona, pp. 145-191.
DURBÁN OLIVA, S. et al. (2009): Planificación financiera en la práctica empresarial. Pirámide, pp. 85-90.
RUIZ MARTÍNEZ, R.J. and GIL CORRAL, A.M. (2001): La planificación financiera de la empresa. ISTP, pp. 199-247 (chapter 6)

5. THE CLASSICAL FINANCIAL PLANNING

1. Operating needs of funds against working capital
2. Models of financial projection without changes in efficiency: determination of the necessary external funds
3. The internal rate of growth
4. The financially sustainable growth rate
5. A particular case of financial projection models: The Saldivar model

Bibliography:

BREALEY et al. (2010): Principios de finanzas corporativas. McGraw-Hill, chapter 29.
FAUS, J. and TÀPIES, J. (2003): Finanzas operativas: gestión financiera de las operaciones del día a día. IESE, chapter 2.
ROSS, S.A. et al. (2010): Fundamentos de finanzas corporativas. McGraw-Hill, chapter 4.



6. CIRCULATING MANAGEMENT: CURRENT ASSETS

1. Objectives of the currency management
2. Treasury management
3. Debt management
4. Factoring

Bibliography:

BERK, J. et al. (2010): Fundamentos de finanzas corporativas. McGraw-Hill, chapters 18 and 19.
BREALEY et al. (2010): Principios de finanzas corporativas. 9th edition. McGraw-Hill, chapters 30 and 31.
FAUS, J. and TÀPIES, J. (2003): Finanzas operativas: gestión financiera de las operaciones del día a día. IESE, chapters 4-6.
LÓPEZ MARTÍNEZ, F.J. (2000): Manual del Cash Management. Deusto.
ROSS, S.A. et al. (2010): Fundamentos de finanzas corporativas. McGraw-Hill, chapters 18, 19 and 20.
RUIZ MARTÍNEZ, R.J. and GIL CORRAL, A.M. (2001): La planificación financiera de la empresa. ISTP, chapter 4.
SANTANDREU, E. (2001): Manual de gestión del circulante. Gestión 2000

7. CIRCULATING MANAGEMENT: CURRENT LIABILITIES

1. The management of short-term operational financial resources: the credit of suppliers and other means of operational financing
2. The confirming
3. The management of negotiated sources of short-term resources: bases for negotiation with financial institutions
4. The effects discounts
5. The credit policy and the loan

Bibliography:

BERK, J. et al. (2010): Fundamentos de finanzas corporativas. McGraw-Hill, chapters 18 and 19.
BREALEY et al. (2010): Principios de finanzas corporativas. McGraw-Hill, chapters 30 and 31.
FAUS, J. and TÀPIES, J. (2003): Finanzas operativas: gestión financiera de las operaciones del día a día. IESE, chapters 7-8.
LÓPEZ MARTÍNEZ, F.J. (2000): Manual del Cash Management. Deusto
RUIZ MARTÍNEZ, R.J. and GIL CORRAL, A.M. (2001): La planificación financiera de la empresa. ISTP, chapter 4.
SANTANDREU, E. (2001): Manual de gestión del circulante. Gestión 2000

**WORKLOAD**

| ACTIVITY | Hours | % To be attended |
|--|---------------|------------------|
| Theory classes | 30,00 | 100 |
| Classroom practices | 30,00 | 100 |
| Attendance at events and external activities | 2,00 | 0 |
| Development of group work | 15,00 | 0 |
| Study and independent work | 53,00 | 0 |
| Resolution of case studies | 20,00 | 0 |
| TOTAL | 150,00 | |

TEACHING METHODOLOGY

- In the theoretical classes the basic methodology to be used will consist of the exposition of the topics of the subjects. Although, the participation of students according to their critical and debate capacity will be valued. The objective of these theoretical classes is to provide the foundations that allow the student to solve practical exercises.
- Practical classes will consist of problem solving and practical cases. For this purpose, a collection of exercises will be used, of which one part will be used for the student's personal work.

As much in the theoretical classes as in the practical classes presentations on the blackboard and projection of PowerPoint presentations will be interchangeably used. The student will have the necessary material, and with enough advance, to be able to follow the exhibitions in class.

EVALUATION

- Continuous evaluation: 30% of the final grade of the subject (3 points), and will be based on the participation and involvement of students in the teaching-learning process, as well as in class attendance (up to 0.3 points), theoretical-practical exercises (up to 0.5 points), a theoretical-practical written test throughout the course (up to 1.1 points) and a group work (up to 1.1 points). Given the impossibility of designing a test that assesses the acquisition of the learning results of this continuous evaluation in the second call, the activities related to this continuous evaluation are considered non-recoverable. In any case, the grade obtained in the continuous evaluation will be maintained both in the first and in the second call.
- Final examination of the course: 70% of the grade (7 points), will consist of a series of multiple choice questions and several case studies. It will be essential to pass this final exam. That is, to obtain at least a grade equivalent to 50% of the value of this final exam (get at least 3.5 points).
- In case of passing the final exam, to pass the subject you must obtain at least 5 points out of 10 possible adding the grades of the continuous assessment and of the final exam of the course.



REFERENCES

Basic

- AMAT SALAS, J. M. (1992): La planificación financiera. EADA Gestión.
- BREALEY, R.; MYERS, S. y ALLEN, F. (2010): Principios de finanzas corporativas. McGraw-Hill. Madrid.
- CANTALAPIEDRA, M. (2005): Manual de gestión financiera para pymes. CIE Dossat 2000. Madrid.
- DURBÁN OLIVA, S.; IRIMA DIÉGUEZ, A.I.; OLIVER ALFONSO, M.D. and PALACÍN SÁNCHEZ, M.J. (2009): Planificación financiera en la práctica empresarial. Pirámide.
- ROSS, S.A.; WESTERFIELD, R. W. and JORDAN, B.D. (2010): Fundamentos de finanzas corporativas. McGraw-Hill.
- RUIZ MARTÍNEZ, R.J. and GIL CORRAL, A.M. (2001): La planificación financiera de la empresa. Instituto Superior de Técnicas y Prácticas Bancarias. Madrid
- SANTANDREU, E. (2001): Manual de gestión del circulante. Gestión 2000.

Additional

- BERK, J. ; DEMARZO, P. and HARDFORD, J. (2010): Fundamentos de finanzas corporativas. McGraw-Hill.
- BLANCO F.; FERRANDO, M. and MARTÍNEZ, F.J. (2007): Dirección financiera I. Selección de Inversiones. Pirámide. Madrid.
- FAUS, J. and TÀPIES, J. (2003): Finanzas operativas: gestión financiera de las operaciones del día a día. IESE.
- GONZÁLEZ PASCUAL, J. (2010): Análisis de la empresa a través de su información económico-financiera. Fundamentos teóricos y aplicaciones. Pirámide.
- LASSALA NAVARRE, C.; MEDAL BARTUAL, A.; NAVARRO MIQUEL, V.; SANCHIS BERENGUER, V. and SOLER MOVILLA, A. (2011): Dirección Financiera II. Medios de Financiación Empresarial. Pirámide. Madrid.
- LÓPEZ DOMÍNGUEZ, I. (coordinador) (1997): Manual práctico del director financiero. ISTP, Instituto Superior de Técnicas y Prácticas Bancarias. Madrid.
- LÓPEZ DOMÍNGUEZ, I. (coordinador) (1996): Manual práctico de operaciones bancarias. Cuadernos Cinco Días, ISTP, Instituto Superior de Técnicas y Prácticas Bancarias. Madrid.
- LÓPEZ MARTÍNEZ, F.J. (2000): Manual del Cash Management. Deusto.
- MENGUZZATO, M. and RENAU, J. J. (1994): La dirección estratégica de la empresa. Ariel Economía. Madrid.
- MEYER, J. (1987): Gestión presupuestaria. Deusto. Bilbao.



- QUER PERMIQUEL, A. and ROVIRA VAL (1997): El descuento de efectos, gestión y contabilidad. Pirámide. Madrid.
- VELA SASTRE, E. (1988): Cómo gestionar el circulante. Manuales IMPI nº 19- IMPI. Madrid.
- WILSON, P. (1990): Gestión financiera en la pequeña y mediana empresa. Pirámide. Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

Given the current health circumstances and following the guidelines of the University of Valencia and the Faculty of Economics, the teaching of the group GT will be totally face-to-face, adapting to the system described in the teaching guide. In the case of the group GS, the teaching of the theoretical part will be online, being given synchronously or asynchronously if the technical conditions do not allow it to be given in real time, while the practical part will be done in person, in accordance with what is described in the teaching guide.

However, given the uncertainty about the evolution of the pandemic, the model proposed must necessarily be flexible, so that it may be necessary to move to an online, synchronous and/or asynchronous teaching model, depending on the evolution of the situation caused by Covid-19. In this case, information will be provided on the adaptations that need to be made, and always in accordance with the established institutional recommendations.

The current plan is for a face-to-face examination to be held on the dates scheduled by the centre. However, the possibility of a scenario in which taking the examination in person is impossible cannot be ruled out. In these circumstances, it would be necessary to adapt the exam by means of an online model based on the tools provided by the University of Valencia's virtual classroom. The possibility of this scenario makes it necessary to promote continuous assessment for the 2020-21 academic year, which will have a 50% weighting and will be recoverable. The current circumstances do not allow for group work, so continuous assessment will consist of tasks to be delivered in the virtual classroom, exercises and tests that can be done both in person in the classroom and online through questionnaires.