

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

Code	42812
Name	Management tools
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2018 - 2019

Study (s)

Degree	Center	Acad. year	Period
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	2 - Tools and skills	Obligatory

Coordination

Name	Department
SOLER MOVILLA, ANGELES	172 - Business Finance

SUMMARY**English version is not available**

La materia introduce al alumno los elementos básicos para formular estrategias empresariales. También presenta las principales herramientas de gestión en los ámbitos del análisis financiero y la contabilidad.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

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



Other requirements

No se requieren

OUTCOMES

2132 - M.U. en Creación y Gestión de Empresas Innovadoras

- Students should possess and understand foundational knowledge that enables original thinking and research in the field.

LEARNING OUTCOMES

- Establish a frame of analysis from which contemplate and analyse the innovation and the innovative companies from all the perspectives and levels of analysis.
- Know and comprise the strategic effects of the innovation, and how take part these in the configuration of the sectors.
- Know and comprise the distinct models and useful tools for the management of the innovative companies and of technological base in the surroundings in which they operate.
- Realise a business Strategic Diagnostic.
- Know the necessary financial concepts to value the financial feasibility of a project of investment, and look for and obtain the necessary finance for the same in the market

DESCRIPTION OF CONTENTS

1. Strategic Management

- 1 External analysis. General and competitive environment
- 2 Business strategy: components, levels and strategic segmentation
- 3 Decision-making
- 4 Internal analysis

2. Business Strategy Design

- 1 Sectorial context: strategies according sector
- 2 Business context: growth and survival strategies
- 3 Strategic simulation



3. Business Intelligence y Business Development

- 1 Scenarios and prospective
- 2 Competitive monitoring
- 3 Business intelligence
- 4 Business management tools (ERP) and customer management tools (CRM)

4. Financial-Accounting Information System

- 1 The Financial Plan. Accounting information
- 2 Accounting as an information system
- 3 Balance Sheet Analysis
- 4 Analysis of the Profit and Loss Account
- 5 Integration of the financial statements into the Business Plan

5. Valuation and Financing of Investment Projects

- 1 Financial Management
- 3 Investment project
- 4 Theoretical bases and valuation criteria
- 5 Analysis of risky projects
- 6 Corporate Fina

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Development of group work	15,00	0
Development of individual work	15,00	0
Study and independent work	40,00	0
Readings supplementary material	10,00	0
Preparation of practical classes and problem	10,00	0
TOTAL	135,00	

TEACHING METHODOLOGY

The development of this module structures along 9 weeks, in 19 sessions of 2 and 3 hours of length (12 sessions of 2h and 7 of 3h).



Like this, in the different theoretical sessions-practical, the teacher will develop the main theoretical concepts collected in the analytical program that details in this Guide by means of theoretical classes-practical. It will use a participatory model that boost the participation of the student, that previously will have had to prepare the contents of each one of the sessions from the bibliographic references recommended. In the classroom will work cases, problems and real situations to boost the debate, so that the student will analyse, will prepare, will develop and will present, in the terms and dates that the professors indicate, the exercises, practical cases and works proposed. In this module, the students will be able to work of practical way with the tools of management of use more frequent in the business world, carrying out simulations and taking of decisions in base to them.

During the development of the classes, the professors will inform to the students of the activities that will have to realise, the access to the educational materials, the communication via email, etc. The page web of reference is <http://aulavirtual.uv.es>, being able to do queries on his operation in the direction Aula.virtual@uv.es.

EVALUATION

English version is not available

REFERENCES

Basic

- Brealey, R., Myers, S., Allen, F. (2006) Principios de finanzas corporativas, McGrawHill , Madrid
- Johnson, G, Scholes, K., Whittington, R. (2006), Dirección estratégica, Pearson Educación, Madrid
- Plan General de Contabilidad (2007), Real Decreto 1414/2007, de 20 de Noviembre de 2007, BOE, Madrid
- Berk, J.; DeMarzo, P. y Hardford, J. (2010): Fundamentos de Finanzas Corporativas, Pearson, Madrid.
- Johnson, G.; Whittington, R. & Scholes, K. (2011): Exploring Strategy, 9th ed., Prentice Hall, London.
- Navas, J. E. & Guerras, L. A. (2002): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones, 3ª Ed., Civitas, Madrid.
- Ribeiro et al. (2012): Casos de Dirección Estratégica, Pearson, Madrid
- Amat, O. (2008): Análisis de Estados Financieros. Fundamentos y aplicaciones. Ed. Gestión 2000, Barcelona.

Additional



- Martínez, E. (2005): Finanzas para directivos, McGrawHill, Madrid
- Rivero Torre, P. (2011): Análisis de Balances y Estados Complementarios, 2ª Ed., Pirámide, Madrid
- Simon, H. A. (1987): Making Management Decisions: The Role of Intuition and Emotion, Academy of Management Executive, February, 57-64
- Porter, M. E. (1980): Competitive Strategy: Techniques for Analyzing Industries and Competitors, Free Press, New York. Edición en castellano: Porter, M. E. (1988): Estrategia Competitiva: Técnicas para el Análisis de los Sectores Industriales y de la Competencia, CECSA, México