

**Información del Plan Docente**

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	3.0
<b>Year</b>	1
<b>Semester</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

**1.General information****1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

The starting point of the course is that the value of a company provides information about expectations that exist on it. All tasks in this course (theory sessions, commentary of articles, problem-solving) will be devoted to firm value. Theoretical contents will be presented and problems involving both, classical and recent models, will be solved.

**5.2.Learning tasks**

## 61768 - Strategy and firm value

The course includes the following learning tasks:

During the theory sessions, presentations of works and practical exercises will be carried out. The methodology is a combination of theory sessions, which help to transmit the basic concepts, and the presentation of commentaries and solving of problems by the students. Students should prepare their activities individually and prior to class sessions.

### 5.3.Syllabus

The course will address the following topics:

Topic 1. Classical models in firm value

Topic 2. Portfolio management

Topic 3. Strategy, structure and firm value

Topic 4. Valuation in the new economy. Real options

Topic 5. Model of perfect concurrence

Topic 6. Wealth creation in the neoclassical model of the firm

Topic 7. Natural monopoly

Topic 8. Existence of intangibles and extraordinary rent and valuation of the firm

### 5.4.Course planning and calendar

The schedule of sessions will be informed on the website of the Faculty. The presentation and submission of assignments and other activities will be communicated by the responsible teacher by means of the virtual platform ADD, and in the classroom at the beginning of the sessions.

### 5.5.Bibliography and recommended resources