

Academic Year/course: 2021/22

61423 - Economic Analysis and Management of Business and Government

Syllabus Information

Academic Year: 2021/22

Subject: 61423 - Economic Analysis and Management of Business and Government

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 526 - Master's in Accounting and Finance

ECTS: 6.0

Year: 1

Semester: Annual

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The teaching methodology of this course is based on the explanation, reading, study, presentation, discussion and summary of the most important theoretical and empirical literature, provided to the student directly or via the Internet. The financial analysis is based on case studies applied to the financial reports of different public administrations published online. The analysis of public administration efficiency is based on performance audit reports published on the website of the Regional Audit Offices (RAIs), and on the DEA method.

With respect to the evaluation of companies, students will apply their knowledge to solving practical cases, which will be discussed later in groups.

In addition, the students will be introduced to different research methodologies in these areas.

4.2. Learning tasks

The sessions will be developed around student discussion of proposed topics, monitored by the teacher, and based on the provided readings. At the end of each session, the teacher will summarize the main conclusions and present the research lines that remain open on the topic that has been studied. The course includes the following learning tasks:

Training activities	N. Hours	% Attendance
Explanation and study of contents and discussion	50	80%
Guided reading of the material recommended	40	20%
Study and presentation of cases	30	20%
Work in groups based on the practical application of the contents of the course	30	20%
TOTAL	150	40%

4.3. Syllabus

The course will address the following topics:

1. Financial analysis of public administrations reports.
 - The financial statements of public administrations.
 - Analysis of liquidity and solvency.
 - Analysis of budgetary balance.
2. Analysis of efficiency of public services and programs.
 - The difficulty of measuring the efficiency/performance of governments.
 - The performance audit (of economy, efficiency and effectiveness).
 - Other methods to analyze the efficiency of governments: the DEA.
3. Business valuation.
 - Fundamentals of business valuation
 - Phases of the valuation process
 - Practical application of valuation methods
 - Content of the valuation report
 - Valuation in business combinations
4. Business management based on value creation
 - Value-based management
 - The creation and distribution of value
 - Value-based management instruments
 - Value management through cash flow
 - Practical applications

4.4. Course planning and calendar

Theory and practice sessions will take place one day per week during the course. Further information concerning the timetable, classroom, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the 'Department of Accounting and Finance' website (<https://contabilidadyfinanzas.unizar.es/masteres-universitarios/master-en-contabilidad-y-finanzas>)

The teaching delivery methodology is expected to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught semi-face-to-face or online.