COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: Master of Science Digital Marketing with Data Analytics

***FHEQ* Level:** 7

Course Title: Financial Management 1

Course Code: FNN 7200

Total Hours: 100

Timetabled Hours: 26
Guided Learning Hours: 4
Independent Learning Hours: 70

Semester: Spring, Summer
Credits: 10 UK CATS credits
5 ECTS credits
2 US credits

Course Description:

This course is designed to develop the students' ability to manage a company's finances. Students will analyse and evaluate the financial performance of organisations. This is based on financial statements and market performance indicators. For this, students will be exposed to methodological approaches concerning the preparation and interpretation of financial statements. This is further supported by an in-depth investigation of financial theories and their application to actual scenarios requiring financial decision-making.

Prerequisites: N/A

Aims and Objectives:

Students will be able to identify how to obtain financial data both internally and externally and engage in financial appraisal analysis. Students will acquire the ability to apply analytical tools to a range of financial documents and formulate conclusions about the company's financial performance. The course intends to equip students with the ability to produce a financial budget within the corporate constraints and achieving targets within the regulatory requirements of accounting practice. Furthermore, an evaluation of financial proposals will

allow students to make valuable decisions concerning the strategic objectives of the organisation.

Programme Outcomes:

MSc Digital Marketing with Data Analytics
A2; A3
B1; B4
C1
A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by the Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Analyse critically corporate financial statements and evaluate corporate performance.
- Develop a robust understanding of the nature and role of financial decision-making, including application of key valuation techniques.
- Understand key performance indicators.
- Analyse, explain, and plan financial decisions under a range of different scenarios.

Cognitive skills

- Learn the language and jargon of finance and to converse fluently.
- Recognise the role of financial systems and institutions as the background to financial decision-making.
- Understand the various risks involved in financial decision-making and to assess the potential returns.
- Understand and recognise the continually evolving nature of the financial system and accounting standards.

Subject specific, practical and professional skills

- Develop quantitative and numeric skills including the modelling of data and its interpretation, extrapolation and presentation.
- Integrate empirical data within a textual-based report.
- Compare and contrast key financial theories in the context of a changing financial environment.
- Apply key financial management tools to hedge risk and inform the making of other key decisions, both tactical and strategic.

General/transferable skills

- Develop effective communication skills via a range of media.
- Develop strong analytical skills through listening, discussion, and reflection.

Indicative Content:

- Interpreting Financial Statement
- Evaluating Financial Performance
- Financial Forecasting
- Managing Growth
- Financial Instruments and Markets
- The Financing Decision

Assessment:

This course conforms to the Richmond University Standard Level 7 Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/policies/

Teaching Methodology:

Through lectures, discussions and individual and group assignments, the course emphasises problem-solving and the application of theory to real world practice.

Bibliography:

See syllabus for a complete reading list.

Indicative Text(s):

Higgins, Robert C. (2018). *Analysis for Financial Management*. 12th edition. London: McGraw-Hill.

Recommended Reading:

- Arnold, G., Lewis, G. (2018). *Corporate Financial Management*, 6th edition, London: Pearson.
- Brealey, R. A, Myers, S. C., and Allen F. (2019). *Principles of Corporate Finance*. 13th Edition. London: McGraw-Hill.

Journals: .

Websites:

- Bloomberg (www.bloomberg.com)
- The Financial Times (www.ft.com)
- The Economist (www.economist.com)
- The Wall Street Journal (www.wsj.com)

- The World Bank (www.worldbank.org)
- EDGAR database (www.sec.gov)

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
	Total Hours Updated	April 2024