

Accounting & Finance

Taster Session

Professor Amir Michael PhD
*Professor & Head of
Accounting Department*

*Director of Durham
Rutgers Accounting
Analytics Network
DRAAN Lab*

Module Aims

Accounting:

- To develop links with the Business School's research by incorporating current research in the areas of **financial management, reporting and disclosure**.
- To provide students with a critical appreciation of the **financial tools** of **accounting** and **finance**, in particular, the techniques of **financial statement analysis** and **investment appraisal**.

Finance:

- To contribute to the overall aims of the programme by developing students' understanding of the **financial management** of organisations.
- To provide students with a critical understanding of the factors affecting the **financial planning and risk assessment** of a firm and of the financing and **capital structure decisions**, giving insight into topical issues.

Module Content

Accounting:

- Accounting Fundamentals.
- Basics of Financial Analysis.
- Liquidity and long term/ short-term paying ability.
- Profitability and Investment analysis.
- Statement of Cash Flows and Working Capital Analysis.

Finance:

- Introduction to finance key principles.
- Raising `capital & Capital Structure.
- Dividends and Dividend Policy.
- Valuation

Delivery Mechanisms

The module is delivered over **ten** half day sessions, **five Accounting** sessions and **five finance** sessions, through a combination of lectures, case studies, group and individual exercises.

Formative Assessment

- The main aim of the formative assessment is to help students, in a structured way, to understand the material and its applications, consolidate their knowledge and further develop relevant skills.
- The formative assessment for this module will take the form of **group written assignment and presentation**.
- Information relating to this will be given out at the beginning of the module.
- The formative organisation for this year will be WHSmith

WHSmith

Summative Assessment

- The module will be assessed by an individual **3,000 words** assignment.
- This will test your acquisition and articulation of knowledge and assess your ability to apply key techniques of financial planning and analysis.
- Unlike formative group assignments, summative assignments have to be a student's individual piece of work.
- Collaboration between students in writing the summative assignment is not permitted.

Summative Assessment Brief

- You are required to prepare a financial analysis report which provides a critical evaluation for a specific non-financial quoted (listed) company of your choice using the most recent five years of annual reports / data available.
- As part of the report, you should compare your company to the most recent annual report / data of an appropriate competitor company in the same industry or to the industry's averages (if available).
- The report is expected to critically examine the financial performance of the selected company in the light of the economy it operates in and its strategic choices.

Key Skills

- Be able to use key techniques for interpreting financial statements;
- Be able to use key techniques of investment appraisal;
- Be able to understand and apply techniques of cash budgeting and working capital management;
- Be able to identify and evaluate the methods by which financial risks can be managed, and the extent to which such methods should be used.

References

- McInaney, E. and Atrill, P. (2015) Accounting and Finance for non-specialists, 9/e, Pearson.

NOTE: McLanel and Atrill is also available as an online e-book via the Library catalogue at: <http://ezphost.dur.ac.uk/login?url=http://lib.mylibrary.com?id=651949> .

- Vernimmen, P., Quiry, P, Dallochio, M, Le Fur, Y and Salvi, A. (2014) Corporate Finance: Theory and Practice, 4th edn., Wiley

NOTE: Vernimmen et al. is also available as an online e-book via the Library catalogue at <http://ezphost.dur.ac.uk/login?url=http://lib.mylibrary.com/detail.asp?ID=328007>



Thanks!
Questions?

