

61768 - Strategy and firm value

Syllabus Information

Academic Year: 2020/21

Subject: 61768 - Strategy and firm value

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.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.

4.2.Learning tasks

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.

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3.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

Topic 9. Tools and KPIs for analyze and evaluate companies in practice. Real cases

4.4.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.

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61768&year=2020