

61768 - Strategy and firm value

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

1. Basic info

1.1. Recommendations to take this course

1.2. Activities and key dates for the course

2. Initiation

2.1. Learning outcomes that define the subject

2.2. Introduction

3. Context and competences

3.1. Goals

3.2. Context and meaning of the subject in the degree

3.3. Competences

3.4. Importance of learning outcomes

4. Evaluation

5. Activities and resources

5.1. General methodological presentation

The learning process that has been designed for this course is based on the following:

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 (theoretical classes, articles to comment, problems to solve) 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 activities

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The program offered to students will help them in achieving the expected results and includes the following activities...

During the subject expositive sessions, presentations of works and practices will be carried out. The methodology is a combination of theoretical class by teachers in order to transmit basic topics and the presentation of comments and resolution of problems by the students. Students should prepare their activities individually and prior to class sessions.

5.3. Program

1. Classical models in firm value
2. Portfolio management
3. Strategy, structure and firm value
4. Valuation in the new economy . Real options
5. Model of perfect concurrence
6. Wealth creation in the neoclassical model of firm
7. Natural monopoly
- 8- Existence of intangibles and extraordinary rent and valuation of the firm

5.4. Planning and scheduling

The schedule of sessions will be informed on the website of the Centre. The presentation of works and other activities will be communicated by the responsible teacher by means of ADD and in the classroom at the beginning of the sessions.

5.5. Bibliography and recommended resources