

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department: Business and Economics

Programme: BA (Hons) Business Administration with Combined Studies

FHEQ Level: 5

Course Title: Fundamental Analysis

Course Code: ACC 5210

Course Leader:

Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75

Semester: Fall

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description: The primary focus of this case-based course is on the use of financial statements to make informed financial decisions, including whether or not to lend or invest in the equity of a firm. The course recognises that financial analysis is a *process*, which begins with analysis of strategy, leading through financial analysis and concluding with prospective analysis. While some devotion to bond and equity evaluation is considered, the ultimate emphasis is on company valuation, a prospective analysis.

Prerequisites: FNN 5200

Aims and Objectives: The key emphasis of this course is to enable the student to develop a set of financial skills enabling them to read and interpret the financial statements of firms with a view to critiquing the performance of the firm, from both a historical and prospective perspective. The course develops further the valuation techniques encountered in the prerequisite, so that a robust critique of the firm's financing can be presented, and applied to its valuation.

Programme Outcomes:

A1, , A4, A5

B2, B3, B4

C1, C2

D1,D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

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

Knowledge and Understanding

- Apply ratio analysis, including DuPont, to form a critical and coherent understanding of the financial position of the firm, including its key strengths and weaknesses
- Undertake a critical valuation of the debt and equity position of the firm, from both an internal and external viewpoint
- Analyse and determine the investment and financing decisions, including the capital structure
- Undertake a valuation of the firm using DCF techniques

Cognitive Skills

- Apply numeracy and quantitative skills, including data analysis, interpretation and extrapolation
- Critically reflect on financial statement analysis

Practical and/or Professional Skills

- Prepare accurate solutions, in an appropriate format, to a range of accounting issues
- Advise, with reference to financial statements, on the performance of a firm
- Interpret financial statements Apply recognition and measurement principles to specific financial statement items

Key Skills

- Use judgement to identify the important issues and make appropriate recommendations
- Apply analytical and problem solving skills to a situation
- Demonstrate written, numerical and oral communication skills to present information clearly and logically

Indicative Content:

- Review of financial statements and basic ratio analysis, including DuPont and Z-scores; the importance of benchmarking
- Deriving a company's cash flows from its financial statements
- Debt valuation: fundamental analysis
- Equity valuation: fundamental analysis
- Valuation of the firm: DCF techniques

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

This upper-level course will be taught on a twice-weekly basis. Full use and application of material from the prerequisites is crucial for student success. The course depends heavily on student-led reading and use of Excel for completing the regular and frequent exercises.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Boakes, Kevin (2009) Reading and Understanding the Financial Times, second edition. FT/Prentice Hall

Brealey, Richard A., Stewart C. Myers and Franklin Allen (2010) Principles of Corporate Finance, international edition. McGraw-Hill Irwin

Hillier, David, Stephen Ross, Randolph Westerfield, Jeffrey Jaffe and Bradford Jordan (2012) Corporate Finance: European Second Edition. McGraw-Hill

Koller, Tim, Marc Goedhart and David Wessels (2010) Valuation: Measuring and Managing the Value of Companies, fifth edition. Wiley

O'Regan, Philip. (2006) Financial Information Analysis, Second Edition. Wiley

Palepu, Krishna G., Paul Healy and Erik Peek (2013) Business Analysis & Valuation: Text and Cases. Cengage Learning EMEA; IFRS edition of third revised edition

Penman, Stephen H. (2012) Financial Statement Analysis and Security Valuation. Fifth edition. McGraw-Hill

