

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	BUS687
Module title	Financial Strategy
Level	6
Credit value	20
Faculty	FSLS
Module Leader	Linh Tran
HECoS Code	100832
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Accounting & Finance	Core
BA (Hons) Business (applicable to SHRM; PMC; LondonTec delivery sites only)	Option

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	0 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	24/02/2021
With effect from date	24/02/2021
Date and details of revision	Revised Jun 2021 – approval of module delivery at LondonTec
Version number	2

Module aims

The module aims to provide students with knowledge of the contemporary concepts of finance and the key underpinning theoretical principles at strategic level. It further aims to enable students to develop a practical understanding of the use of financial theory in business and the financial markets.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Assess and apply various business performance measurements, conduct financial analysis and control activities
2	Critically discuss the functions and value of business finance
3	Assess and apply appropriate investment appraisal methods to support business development
4	Critically evaluate and apply business valuation models

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Indicative Assessment One:

This will require students to undertake a piece of research into topical issue about strategic finance. (2000 – 2500 words)

Assessment Two:

A piece of research into topical issues about strategic finance covering the advanced skills on strategic finance. (2000 – 2500 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	30
2	1,2,3,4	Written Assignment	70

Derogations

None

Learning and Teaching Strategies

Learning will focus on developing the practical and academic skills necessary to make valid inferences about the role of and tools available to the finance manager. This will be achieved by means of lectures, tutorials and directed study. The lectures will cover the theory of topics and will be underpinned by the tutorials. The tutorials will be based around in-class exercises and case study discussions. Directed study will allow the students to enhance their understanding of the topics covered.

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndwr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Indicative Syllabus Outline

1. Performance analysis in profit-seeking and not-for-profit organisations.
2. Financial ratio analysis
3. Investment appraisal techniques
4. Specific investment decisions
5. Sources of, and raising business finance
6. Capital structure theories and practical considerations
7. Nature and purpose of the valuation of business and financial assets
8. The valuation of debt and other financial assets
9. Efficient market hypothesis (EMH) and practical considerations in the valuation of shares

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Brealey, R A., Myers, S C and Allen F. (2019), *Principles of Corporate Finance*, 13th edition, McGraw Hill Higher Education

Other indicative reading

Hussey, R and Ong, A (2017), *Corporate Financial Reporting*, Macmillan Education

Atrill P, (2017), *Financial Management for Decision Makers*, 8th edition, Pearson Education.

ACCA, Paper F9: Financial Management: Study Text, BPP Learning Media

ACCA, Paper F5: Performance management: Study Text, BPP Learning Media

Journals

ACCA Student Accounting Magazine,

ACCA Accounting & Business Research, Taylor & Francis

Accounting, Auditing & Accountability Journal, Emerald

CIMA Financial Management Magazine, CIMA

Journal of Financial Reporting & Accounting, Emerald

Journal of Accountancy, AICPA

International Journal of Financial Accounting & Reporting, Macrothink Institute

Websites

www.icaew.com

www.accaglobal.com

www.cimaglobal.com

www.frc.org.uk

www.managers.org.uk

Employability skills – the Glyndwr Graduate

Each module and programme is designed to cover core Glyndwr Graduate Attributes with the aim that each Graduate will leave Glyndwr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication