

## COURSE DESCRIPTION CARD

**NOTE:** If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<p><b>1. Course title:</b> Strategic financial management Strategiczne zarządzanie finansami</p>	<p><b>2. Course code:</b> Number of ECTS credits: 4 Course completion mode: E Course commenced / Year 2023/24</p>																														
<p><b>3. Major:</b> Finance and Accounting for Business</p>																															
<p><b>4. Department of major coordinator:</b> Department of Banking and Financial Markets</p>																															
<p><b>5. Name of course instructor:</b> Lecture dr hab. Joanna Błach, Prof. UE dr hab. Monika Foltyn-Zarychta, Prof. UE dr hab. Anna Doś, Prof. UE Classes dr hab. Joanna Błach, Prof. UE dr hab. Monika Foltyn-Zarychta, Prof. UE dr hab. Anna Doś, Prof. UE <b>Examiner</b> dr hab. Joanna Błach, Prof. UE dr hab. Monika Foltyn-Zarychta, Prof. UE dr hab. Anna Doś, Prof. UE</p>																															
<p><b>6. Department of course instructor:</b> Department of Corporate Finance and Insurance, Department of Investment</p>																															
<p><b>7. Number of contact hours with students:</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 35%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td>30</td> <td>15</td> </tr> <tr> <td>classes</td> <td>30</td> <td>21</td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td>60</td> <td>36</td> </tr> <tr> <td>examination (hours)</td> <td>3</td> <td>3</td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	30	15	classes	30	21	foreign language classes			lab classes			seminars			e-learning			other			<b>Total hours</b>	60	36	examination (hours)	3	3
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<p><b>8. Course timeframe - no. of semesters:</b> 1</p> <p style="margin-left: 40px;">Course commencement / Year 1</p> <p style="margin-left: 40px;">Course commencement / Semester 2</p>																															
<p><b>9. Level of tertiary education:</b> Master</p>	<p><b>10. Course status</b>  <input checked="" type="checkbox"/> Compulsory for the major Finance and Accounting in Business  <input type="checkbox"/> Compulsory for the specialization ...  <input type="checkbox"/> Elective ...</p>																														
<p><b>11. Course prerequisites</b> Compulsory: - Recommended:-</p>																															

**12. Course objectives:**

- To deepen and shape students' skills in the field of various financial decisions in a company
- To prepare students for self-sufficiency in financial decision making and assessing the consequences of these decisions
- To develop students' skills in strategic financial decision making adjusted to the needs and specifics of a given company
- To improve students' skills in implementing the tools of investment projects appraisal
- To shape students' social competences in collective solutions of the problems and decision making

**13. Teaching and learning methods:****A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Active lectures with multimedia techniques	presentation of theoretical and methodical foundations	20	9
2.	Project work	group work on the projects, under the guidance of the lecturers	15	10
3.	Solution of tasks and tests	Solution of practical tasks and empirical examples	15	11
4.	Lecture with case studies	presentation of the case studies	10	6
Total			AS: 60	AN: 36

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Project	group work – preparation of the projects	20	32
2.	Analysis of the notes from lectures	preparations for the final exam	10	16
3.	Literature studies	preparations for exam	10	16
Total			BS: 40	BN:64

Total AS+BS = 100  
 Examination (E) = 3  
 Total AS+BS+E= 103

Total AN+BN = 100  
 Examination (E) = 3  
 Total AN+BN+E = 103

**14. Key words:** investments, investment appraisal, risk, capital structure, management of assets, sources of funds

**15. Course content:**

1. Strategic financial management – introduction: the purpose of financial management, areas of corporate financial strategy, financial goals of the enterprise and their relationship with the global strategy, business environment and its impact on the corporate financial strategy, the consequences of information asymmetry in financial decision-making, the evaluation of company's financial situation as a foundation for financial decision-making.
2. Capital structure decisions: short-term and long-term sources of financing - characteristics and analysis of their consequences; raising capital on the global market; internal financing and dividend policy; internal and external determinants of capital structure optimisation, theories of capital structure optimisation and their practical

implications; cost of equity (Gordon model, CAPM model), cost of debt capital (tax shield), weighted average cost of capital (WACC calculation and application)

3. Operating decisions in financial management: working capital – the importance, measurement; financial liquidity – importance, measures; the interplay between financial liquidity and solvency; strategies of financing current assets; the management of current assets: inventories, receivables and cash; cash conversion cycle; demand for working capital and its relevance in financing current assets
4. Operating and financial risk: break-even-point analysis, operating leverage, financial leverage, total leverage, the determinants of business operating and financial risk
5. Investment decisions in financial management: classification of investment projects, investments in real assets: the project life cycle, project cashflows, methods of investment project appraisal: NPV, IRR, PP, mutually excluding projects; risk and uncertainty in investment project appraisal: sensitivity analysis, BEP, RADR, decision trees etc.; other issues: leasing, capital rationing, exchange of assets, financial investments – efficiency and risk, investment portfolio in the context of financial markets theory

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FAB2_W01#	The student has profound knowledge and understanding of the selected phenomena and processes in the field of strategic financial management, as well as their connections with conducting business activity on national and international scale	exam, projects	the exam form, projects (students' works – electronic version)
FAB2_W04#	The student knows and understands the essential financial conditions of companies' performance	exam, projects	the exam form, projects (students' works – electronic version)
<u>Skills</u>			
FAB2_U01#	The student is able to use knowledge to formulate and solve complex and untypical problems in the field of strategic financial management, from an international perspective	exam, projects	the exam form, projects (students' works – electronic version)
FAB2_U04#	The student is able to use English at the B2+ level of Common European Framework of Reference of Languages (CEFR) to describe the preconditions and consequences of corporate financial and investment decisions	exam, projects	the exam form, projects (students' works – electronic version)
<u>Social competences</u>			
FAB2_K01#	The student is prepared to critically evaluate the acquired information and knowledge in the field of corporate strategic financial management	exam, projects	the exam form, projects (students' works – electronic version)
FAB2_K02#	The student is ready to accept the importance of knowledge in the field of financial, investment and	exam, projects	the exam form, projects

	operating decisions of a company, in solving the cognitive and practical problems, as well as to ask for experts' opinions in the case of difficulties in settling these problems on his/her own		(students' works – electronic version)
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**17. Method for determining the final course grade:**

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Written exam	multiple choice test and open questions (lectures)	50%
2.	Projects	group projects - solutions, results, conclusions (classes)	50%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

**18. Reading list**

**Mandatory readings:**

1. Brigham E.F., Daves P.R.: Intermediate Financial Management. Wyd. South-Western Cengage Learning, Mason, 2010.
2. Damodaran A.: Corporate Finance. Theory and Practice. Wyd. Wiley, New York, 2001.
3. Baker H.K., Powell G.E.: Understanding Financial Management. A Practical Guide. Wyd. Blackwell Publishing, Oxford, 2005.

**Suggested readings:**

1. Wiczorek-Kosmala M. (red.): Advanced Issues in Corporate Finance. Wyd. University of Economics in Katowice, Katowice, 2013.
2. Hillier D., Grinblatt M., Titman S.: Financial Markets and Corporate Strategy. Wyd. McGraw Hill, London, 2012.
3. Shapiro A.C., Balbirer S.D.: Modern Corporate Finance. Wyd. Prentice-Hall, Upper Saddle River, 2000.
4. Fabozzi F. J., Peterson P. P.: Financial Management and Analysis. Wyd. Wiley, Hoboken, 2004.
5. Arnold G., Corporate Financial Management, Prentice Hall, Harlow 2002.

**19. Language of instruction: English**

**20. Course instructors' recommendations:**