

Module Code	MEU22EM2
Module Name	Strategic and Financial Management
ECTS Weighting¹	5 ECTS
Semester taught	Semester 1
Module Coordinator/s	Victor Acinas Garzon (acinasgv@tcd.ie)
<u>Module Learning Outcomes</u> with reference to the <u>Graduate Attributes</u> and how they are developed in discipline	<p>On successful completion of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Recognize the different types of organisations and the key components of business management including the sources of competitive advantage and finance. 2. Apply strategic theoretical frameworks and concepts to analyse the external environment as well as the internal resources and competences of a company. 3. Develop a strategy to gain sustained competitive advantage with attention to the implications of globalisation, technological change and increased competition among others. 4. Distinguish and analyse financial statements. 5. Make financial decisions using relevant measures of risk and reward. 6. Demonstrate a holistic view of strategy and finance and their interdependence in company performance with a focus on startups. <p>Graduate Attributes: levels of attainment</p> <p>To act responsibly - Enhanced</p> <p>To think independently - Enhanced</p> <p>To develop continuously - Enhanced</p> <p>To communicate effectively - Enhanced</p>

¹ [TEP Glossary](#)

Module Content

- Introduction to business management
 - Strategy
 - Marketing
 - Operations
 - Finance
 - Types of businesses
 - Sources of finance for businesses
- Strategic management
 - Strategy frameworks for the external environment and the internal resources and competences of a company
 - Competitive advantage and strategic orientation
 - Strategy formulation and evolution
- Business Finance
 - Financial Statements & Analysis (Balance sheets, income statement, and cashflow Statement)
 - Investment decisions and Capital Budgeting with discounted and non-discounted methods
 - Incorporating risk in financial decisions
- Strategy and finance in start-ups
 - Entrepreneurship
 - Strategy and financing for start-ups

Teaching and Learning Methods

Lectures, seminars, online learning/remote and video using Blackboard.
Guest lectures, problem based/practice-based exercises

Assessment Details² Please include the following: <ul style="list-style-type: none"> ● Assessment Component ● Assessment description ● Learning Outcome(s) addressed ● % of total ● Assessment due date 	Assessment Component	Assessment Description	LO Addressed	% of total	Week due			
	Written Exam	Exam	all	50%	EOS			
	Assignments	Continuous Assessment	all	50%	BB			
		EOS-end of semester BB- Blackboard						
Reassessment Requirements	Exam							
Contact Hours and Indicative Student Workload³	<table border="1"> <tr> <td>Contact hours: 22 hours</td> </tr> <tr> <td>Independent Study (preparation for course and review of materials): 16</td> </tr> <tr> <td>Independent Study (preparation for assessment, incl. completion of assessment): 60</td> </tr> </table>					Contact hours: 22 hours	Independent Study (preparation for course and review of materials): 16	Independent Study (preparation for assessment, incl. completion of assessment): 60
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Recommended Reading List	<u>Essential- Notes via Blackboard</u>							
Module Pre-requisite	na							
Module Co-requisite								
Module Website	TCD Blackboard							
Are other Schools/Departments involved in the delivery of this module? If yes, please provide details.	No							
Module Approval Date	17/07/2023							
Approved by	Nicole Byrne							
Academic Start Year	2023							
Academic Year of Date	2023-2024							

² [TEP Guidelines on Workload and Assessment](#)

