

Course: Financial Accounting

credits: 2

Course code	CIVB18FAC	Modes of delivery	Lecture
Name	Financial Accounting	Assessments	Financial Accounting - Computer, organised by STAD examinations
Study year	2020-2021		
ECTS credits	2		
Language	English		
Coordinator	M.A. Chance		

Learning outcomes

Competences:

- CREATING VALUE; The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.

21st-century skills:

- Perseverance
- Commercial awareness
- Critical thinking

Learning Outcomes:

After finishing this course you are able to:

1. draw up financial statements like a balance sheet, income statement and cash flow statement
2. read and understand financial statements.
3. work out financial ratios
4. assess the financial structure of a company based on relevant financial information
5. assess capital budget decisions based on period profit, cash flows and net present value
6. draw up a budget as a tool for the planning and control of business activities using variance analysis.

Content

Level:

Intermediate

Content:

In this course the student learns to draw up financial statements and financial ratio's in order to understand them to assess the financial situation of a company. In addition the student learns how to assess capital budget decisions based on several calculation methods. To monitor business activities the student also learns about budgeting and controlling them.

Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: Hanzegroningen.eu/exchangemm or the Blackboard course.

Included in programme(s)

Marketing Management
Marketing Management Exchange Programme Semester 1 (Autumn)

School(s)

School of Marketing Management and Financial Economic Management
School of Marketing Management