



## PRESENTATION

The course provides essential tools for analyzing the financial statements of a company and making informed financial decisions. It covers four critical aspects of a company's financial health and performance:

1. **Liquidity Analysis:** This aspect focuses on evaluating a company's ability to meet its short-term obligations as they become due. By analyzing key liquidity ratios, such as the Current Ratio, Quick Ratio, and Cash Ratio, participants will gain insights into how effectively the company manages its working capital and cash resources to ensure operational continuity.
2. **Efficiency Assessment:** Efficiency analysis explores how well a company utilizes its assets to generate revenue and streamline operations. Metrics like Asset Turnover, Operating Cycle, and Inventory Turnover will be explored to measure resource optimization and operational effectiveness. This understanding is crucial for identifying areas where improvements can lead to cost reductions and enhanced productivity.
3. **Profitability Evaluation:** Profitability is a key indicator of a company's financial success and long-term sustainability. This section will cover profitability ratios such as Gross Margin, EBITDA, Net Profit Margin, Return on Sales (ROS), Return on Assets (ROA), Return on Investment (ROI), and Return on Equity (ROE). Participants will learn to assess how well the company converts revenues into actual profits and provides returns to its investors.
4. **Long-Term Financial Stability:** Financial stability analysis focuses on the company's capacity to maintain solvency and manage financial risks over the long term. Through ratios like Debt-to-Equity, Debt-to-Assets, and the Altman Z-Score, this section evaluates the company's capital structure, leverage, and ability to withstand financial shocks.

By the end of the course, students will develop practical skills in managing cash flow, calculating and interpreting critical financial ratios, and analyzing a company's financial structure. They will be well-equipped to handle essential aspects of business finance and accounting, making them valuable contributors to a company's financial planning and risk management strategies.

**Degree Program:** Bachelor in Applied Management

**Faculty:** ISSA School of Applied Management

**Year:** 2nd

**Semester:** 2nd

**Duration:** Semester-long

**ECTS Credits:** 3

**Requirements:** None

**Instructor:** [Francesco Vincenzo Giarmoleo](#)



**Course Type:** Core

**Module:** Business

**Subject Area:** Accounting and Finance

**Language:** English

[Horario de clases](#)

## LEARNING OUTCOMES (COMPETENCIES)

### BASIC

CB3 Students should be able to gather and interpret relevant data (typically within their field of study) to make judgments that include reflection on significant social, scientific, or ethical issues.

### GENERAL

CG4 To seek, analyze, and synthesize information from diverse sources within the field of business management and administration.

### SPECIFIC

CE9 To know how to apply the accounting principles and valuation standards of the General Accounting Plan in any type of organization and to analyze, or prepare for subsequent analysis, the relevant accounting and financial information derived from it.

## PROGRAM

1. Current Ratio, Quick Ratio, Cash Ratio
2. Cash Flow Management
3. Liquidity Management
4. Asset Turnover and Operating Cycle
5. Working Capital Requirements (WCR) and Working Capital Turnover (WCT)
6. Cash Conversion Cycle (CCC)
7. Introduction to Profitability
8. Return on Sales (ROS), Return on Assets (ROA), and Return on Investment (ROI)
9. Return on Equity (ROE) and DuPont Analysis
10. Capital Structure and Leverage
11. Financial and Operational Risks
12. Altman Z-Score

## FORMATIVE ACTIVITIES

	HOURS	ATTENDANCE REQUIRED
AF1 Theoretical and/or practical in-person classes	30	100%



<b>AF2</b> Individual or group work and personal study	45	50%
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## EVALUATION

### REGULAR ASSESSMENT (CONVOCATORIA ORDINARIA)

The evaluation of the course consists of two components (SE3 Partial and Final Assessments and SE5 Evaluation of Individual and/or Group Assignments and Projects). To pass the course, it is mandatory to pass both Final exam and the Project. If either component is failed, the final grade will be 4.0. The following table shows the weight of each component:

	WEIGHTING
<b>SE3</b> Partial and Final Assessments	70%
<b>SE5</b> Individual and/or Group Assignments and ProjectS	30%

The weight of each evaluation are as follows:

- Partial (10%)
- Final exam (60%)
- Individual/Group project (30%)

### EXTRAORDINARY ASSESSMENT (CONVOCATORIA EXTRAORDINARIA)

In all cases, it is mandatory to pass both Final exam and Project to pass the course. If either component is failed, the final grade will be 4.0, and the student will be required to resubmit the project and retake the exam.

For this extraordinary evaluation, the student must submit the specified assignment by the scheduled date and take the corresponding exams for the final assessments.

The weight of each evaluation are as follows:

- Final exam (65%)
- Individual/Group project (35%)

## PLAGIARISM AND CHEATING



Universidad  
de Navarra

In cases of plagiarism in submitted assignments or other irregularities, such as cheating on exams, sanctions will be applied in accordance with university regulations, and the infraction will be recorded in the student's academic record.

## OFFICE HOURS

Tutoring sessions will be held by appointment. Please schedule via email:

[fgiarmoleo@unav.es](mailto:fgiarmoleo@unav.es)

## BIBLIOGRAPHY

- Abascal, E. M. (2012). Finanzas para directivos. McGraw-Hill. [Localízalo en la biblioteca.](#)
- Alfonso López, J. L., Acedo Gallardo, F., López-Espinosa, G., & Mollá Cots, S. (2009). "La Contabilidad Financiera. Guía pedagógica adaptada al Plan General de Contabilidad 2007". [Localízalo en la biblioteca.](#)
- Class materials, case studies, and slides presented in class, or uploaded to the ADI platform.