

## Liverpool John Moores University

Title: FIRMS, FINANCE AND STRATEGY  
Status: Definitive  
Code: **5019BUSAE** (108112)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Linda Walsh	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120  
**Private Study:** 96

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Project 3000 words	100.0	

### Aims

1. To investigate the major financial management issues facing firms.
2. To apply strategic management techniques to evaluate the performance of a firm.

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the contents of an annual report of a UK public limited company.
- 2 Use ratio analysis to identify the strengths and weaknesses of a firm.

3 Undertake an external analysis of the factors affecting the performance of the firm

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay    1    2    3

## Outline Syllabus

*Interpretation of financial statements.*

*Ratio analysis of company accounts.*

*Strategic management techniques.*

## Learning Activities

Lectures and case studies

## References

<b>Course Material</b>	Book
<b>Author</b>	Dyson, J.R.
<b>Publishing Year</b>	2007
<b>Title</b>	Accounting for non-accounting students,
<b>Subtitle</b>	
<b>Edition</b>	7th edition,
<b>Publisher</b>	FT/Prentice Hall
<b>ISBN</b>	0273709224

<b>Course Material</b>	Book
<b>Author</b>	Vause, B.
<b>Publishing Year</b>	2005
<b>Title</b>	Guide to Analysing Companies,
<b>Subtitle</b>	
<b>Edition</b>	4th edition,
<b>Publisher</b>	The Economist Books
<b>ISBN</b>	1861979851

## Notes

This module applies the principles of financial management and strategic management to the analysis of the performance of a UK listed plc.