



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Financial Communication

2021-2-F7702M036

Learning area

Learning objectives

- Developing a foundation in corporate finance theory and practice
- Recognising impacts of globalization on companies corporate finance
- Understanding the basic principles of financial communication
- Managing corporate financial communication strategies

Contents

The course aims to explore the the fundamental issues of corporate finance in competitive management of market-driven companies. In particular, will be investigated these topics: financial communications, informations flow, financial planning and financial analysis, investment appraisal and finance appraisal, choices in capital structure.

The course aims to explore the role of financial communication and corporate finance and their interaction with

other business functions; it aims also to examine the competitive dimension of corporate finance and the effects of markets globalization.

This course has both theoretical and practical purposes: it presents the basic theoretical principles of financial communication and corporate finance; the course examines the main strategic decisions finance decisions.

Detailed program

- Financial markets
- Financial crisis
- The OECD Principles of Corporate Governance
- Financial communication
- Financial communication's tools
- Forecast and projections
- Communicating about the intangibles
- The investor relator : the role and the prerogatives
- Financial analysts: the role and the prerogatives
- The economic information statement
- Business corporate communication

- The financial transactions
- The financial analysis (structure, investments, financing)

Prerequisites

- Knowledge of corporate communication management
- Knowledge of business management

Teaching methods

Lectures

Assessment methods

Written final examination based on lessons and book chapters that will be specified during the course classes.

Oral examination based on all indicated references during exam sessions.

Textbooks and Reading Materials

- Hillier David, Ross Stephen, Westerfield Randolph, Jaffe Jeffrey, Bradford Jordan, Corporate Finance, McGraw Hill Education, 2^a edition (italian), 2015, Part 1^a-2^a and chapters 12, 15 and 16.

- Guidara Francesco, La comunicazione finanziaria, Egea, Milano, 2011
