UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Integrated Financial Communication

2223-2-F7702M074

Learning area

Corporate Communication

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 communications
- ESG communications
- Financial communications tools
- Forecast and projections
- Communicating about the intangibles
- The investor relator : role and qualities
- Financial analysts: role and qualities
- The economic information statement
- Business corporate communications
- 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.

To get this change, students must sign up on elearning course page.

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^ edition (italian), 2015, Part 1^-2^ (except chapter 8) and chapters 14, 15 and 16.
- Guidara Francesco, La comunicazione finanziaria, Egea, Milano, 2011
- OECD, ESG Investing: Practices, Progress and Challenges (pag. 1-67)
  https://www.oecd.org/finance/ESG-Investing-Practices-Progress-Challenges.pdf

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION