UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Integrated Financial Communication

2425-2-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 and non 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 and non 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 and non 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 and non 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 and non financial communications
- ESG communications
- Financial and non 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 carried out using two teaching methods:

- 16 lessons of 3 hours (with the exception of the last lesson, which lasts 2 hours) carried out with traditional teaching mode;
- 3 lessons of 3 hours held in an interactive mode.
  Lessons will be in presence in class; 5-6 lessons could be taught remotely.

Teaching language: Italian

Teaching period: 2nd semester

Assessment methods

At the end of classes, a written exam will be based on the lectures' content and additional bibliographical material provided during the course.
The written exam will be composed of open (explanation and understanding of topics covered in class or in the indicated bibliographic material) and closed tests (to check the program knowledge).

During the exam sessions, the exam will be oral and on the Textbooks and Reading Materials published on the course page to test the accumulated knowledge of students and their critical ability on crucial points of the program.

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