



## COURSE DATA

### DATA SUBJECT

**Code:** 35958

**Name:** Analysis and application of gender equality plans in the workplace

**Cycle:** Undergraduate Studies

**ECTS Credits:** 4.5

**Academic year:** 2026-27

### STUDY (S)

Degree	Center	Acad. year	Period
1315 - Degree in Finance and Accounting	Facultat d'Economia	2	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1315 - Degree in Finance and Accounting	Year 2 optional subjects	ELECTIVES

### COORDINATION

PLA JULIAN ISABEL

## SUMMARY

**Analysis and Evaluation of Business Investment** is a compulsory 6 ECTS credit course located within the Finance module and, more specifically, within the subject area of **Corporate Finance Fundamentals**. Within the course structure of the **Finance and Accounting (FiC)** degree, it is scheduled for the second semester of the second year.

This course provides students with their first contact with business finance. It introduces the fundamental financial decisions within a company, delving deeper into some of them and laying the groundwork for their further development in other subjects within the Finance module.

Thus, starting from the definition of the basic tasks of the financial manager; namely, decisions regarding productive investment, financing, and the management of the company's cash inflows and outflows; the course explores in depth the analysis, evaluation, and selection of business investment projects. To do this, we begin with the objective of financial decision-making within the company and study the theoretical foundations of investment decisions, leading to the definition of one of the most important concepts in evaluating productive investments: the **opportunity cost of capital**.

For methodological reasons, we begin by determining the cash generated by the investment project (net cash flows) and studying the various objective criteria that allow the evaluation of productive investment



decisions within a context of certainty. Subsequently, this analysis is expanded to more realistic environments, considering the presence of uncertainty in estimating net cash flows, risky projects, investments with financial constraints, etc.

To analyze risky investment projects, it is necessary to introduce the relationship between return and risk in the financial market. These concepts are studied at a basic level through portfolio selection models and financial asset valuation models.

It is obvious that today every company needs financial professionals capable of making the best investment decisions; a need that becomes even more critical in the current context of economic uncertainty. If sound investment decisions have always been crucial for the growth and continuity of a business, today they are an essential requirement for its survival.

Without diminishing the importance of professional experience in financial management, it is essential to understand the basic theories of Finance in order to respond effectively to changes. Therefore, students must understand why companies and markets behave in certain ways; that is, they need to grasp the theoretical foundations of investment decision-making and how these decisions can increase the company's market value.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

**No enrollment restrictions have been specified with other courses in the curriculum.**

#### OTHER REQUIREMENTS

To successfully develop the concepts covered in this course, students should possess a set of knowledge and tools acquired in the following subjects: **Financial Accounting I** (second semester of the first year), **Financial Accounting II** (second year), **Statistics I** (second semester of the first year), **Statistics II** and **Financial Mathematics** (both from the first semester of the second year).

## COMPETENCES / LEARNING OUTCOMES

### 1315 - Degree in Finance and Accounting

Adquisición de competencias transferibles directamente a la vida laboral especialmente en el ámbito de las políticas europeas de apoyo a la Investigación, Desarrollo e Innovación.

Adquisición de conocimientos socioeconómicos básicos del entorno europeo en el que se va a desenvolver la actividad profesional del estudiante y de las empresas en las que puede desarrollarla.

Analizar y explicar los procesos de desigualdad que la división social de género (re)produce en el contexto de la empresa.



Capacidad para desarrollar aplicaciones informáticas personalizadas de gestión financiera y contable.

Capacidad para la utilización de las hojas de cálculo para el tratamiento de los problemas económicos, empresariales y financieros.

Construir y utilizar herramientas de diagnóstico, planificación, intervención y/o evaluación en la gestión de hombres y mujeres en la empresa desde una perspectiva de equidad de género.

Interpretar y definir el empleo y la empresa como realidades sociales atravesadas por la dimensión de género.

Reforzamiento de conocimientos técnicos básicos adquiridos en los módulos básicos, especialmente en los relativos a teoría económica, estadística y política económica.

## DESCRIPTION OF CONTENTS

### 1. CORPORATE FINANCE AND THE FINANCIAL MANAGER

- 1.1. Introduction to corporate finance
- 1.2. Tasks of the financial manager
- 1.3. The objective of financial decision-making in the firm
- 1.4. Separation between ownership and management
- 1.5. Ethics and social responsibility in finance

### 2. THEORETICAL FOUNDATIONS OF INVESTMENT DECISIONS AND VALUATION CRITERIA

- 2.1. The role of financial markets: consumption decisions
- 2.2. The existence of productive investment opportunities: Fisher Separation Theorem
- 2.3. The Net Present Value (NPV) criterion
- 2.4. The Internal Rate of Return (IRR)
- 2.5. Other valuation criteria

### 3. CONSIDERATIONS IN THE ESTIMATION OF NET CASH FLOWS

- 3.1. Estimation of cash flows from capital budgeting
- 3.2. Concept of incremental cash flow
- 3.3. Consideration of inflation

### 4. INVESTMENT DECISION-MAKING USING THE NET PRESENT VALUE CRITERION

- 4.1. Selection of mutually exclusive investment projects
- 4.2. Selection of projects when financial resources are limited



4.3. Selection of projects with different durations

**5. INTRODUCTION TO RISK, RETURN, AND THE OPPORTUNITY COST OF CAPITAL**

- 5.1. Relationship between risk and return in the financial market
- 5.2. Measuring return and risk for individual assets and portfolios
- 5.3. The concept of diversification
- 5.4. The relationship between the return of an asset or portfolio and the market portfolio

**6. CAPITAL BUDGETING AND RISK**

- 6.1. Cost of capital for the firm and the project
- 6.2. Using the firm's cost of capital to evaluate investment projects
- 6.3. Determining the discount rate when the firm's cost of capital cannot be used
- 6.4. Determining the discount rate when beta is unavailable

**7. PROJECT ANALYSIS TECHNIQUES**

- 7.1. Sensitivity analysis
- 7.2. Scenario analysis
- 7.3. Break-even analysis
- 7.4. Sequential decision-making

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	15,00
<b>Total hours</b>	<b>45,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>0,00</b>

**TEACHING METHODOLOGY**



Given the size of the groups, the basic methodology used in the theoretical classes will be **lectures**, although student debate and participation will be encouraged. The objective is to convey the theories and models related to **Financial Management** in such a way that students acquire the theoretical foundations necessary for subsequent practical financial reasoning.

In **practical classes**, problems and cases related to the subject will be presented with the aim of enabling students to synthesize relevant information and, based on it, understand and solve problems related to business investment decisions.

The **computer lab sessions** are complementary to the aforementioned practical classes. These sessions will allow for greater complexity and realism in the topics addressed through the use of specific software and technologies. Through all of this, students are expected to achieve the intended learning outcomes, correctly understanding and applying models for evaluating business productive investments and being able to evaluate and manage financial asset portfolios in the defined contexts.

## EVALUATION

To assess student learning, a diversified evaluation system will be used, allowing the demonstration of the knowledge and skills acquired.

- **80% of the final grade** will correspond to a **synthesis test or written EXAM**, which will include multiple-choice questions and practical exercises. The multiple-choice questions are designed to assess students' general understanding of the subject matter, while the practical exercises aim to evaluate their ability to synthesize relevant information and apply theoretical knowledge to problem-solving. The exam will specify the maximum score for each part (theoretical and practical), and a **minimum score in both parts will be required** to combine the marks. This synthesis test will account for **80% of the final grade**.
- The remaining **20%** will correspond to **continuous assessment**, based on various tests carried out during the course in the **computer lab**. These tests will be defined by the lab instructor and will require students to apply the knowledge acquired in the course.

Due to the conclusive nature of the continuous assessment, it **cannot be retaken during the first exam session**, but **may be recovered in the second session**.

In detail:

- In the **first exam session**, students can obtain a maximum of **8 points** from the **written exam**. This score can be supplemented with up to **2 additional points** from continuous assessment,



**provided the student passes the exam** (minimum of 4 out of 8).

If the exam is **not passed** in the first session, the **final grade will be the exam grade**, and the **continuous assessment grade will be retained** for the second session.

- In the **second exam session**, if the **exam grade out of 10** is higher than the sum of the exam out of 8 plus continuous assessment, the **higher grade** will be used.

Grades will be expressed **numerically** in accordance with **Article 5 of Royal Decree 1125/2003, of September 5**, which establishes the European credit and grading system for official university degrees valid throughout the national territory.

## REFERENCES

- Básicas - PLA, I. (2009): El trabajo remunerado de las mujeres: inserción laboral incompleta y feminización de la flexibilidad e informalidad laboral, Quadern de Treball nº 164, Universidad de Valencia. - OIT (2022): Tendencias mundiales del empleo de las mujeres. - MTAS (2008): Manual para la elaboración de un Plan de Igualdad de en las empresas. Secretaría General de Políticas de Igualdad. Complementarias - CARRASCO, C. (1999): Mujeres y economía. Nuevas perspectivas para viejos y nuevos problemas, Icaria. - PNUD (2022): Informe sobre Desarrollo Humano 2022. Indicadores de Desarrollo Humano. - MARUANI et al. (dir) (2000): Las nuevas fronteras de la desigualdad. Icaria. Barcelona