

COURSE OUTLINE

(1) GENERAL

SCHOOL	Finance and Statistics		
ACADEMIC UNIT	Banking and Financial Management		
LEVEL OF STUDIES	Postgraduate program		
COURSE CODE		SEMESTER	1st
COURSE TITLE	Principles of Economic Theory and Financial Management		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	Total 39 hours	7.5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Compulsory/ Special Background / skills development		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)	https://bankfin.unipi.gr/mathimata/xddom-arxes-oikonomikis-theorias-kai-xrimatooikonomikis-dioikitikis		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The course material is divided into two sections, the principles of economic theory and financial management. The first section provides students with the necessary knowledge and skills to initially understand the process of making consumption and production decisions by economic agents with a view to maximizing welfare and business efficiency. This analysis will allow useful conclusions to be drawn using the equilibrium model between supply and demand. The concepts of Gross Domestic Product and the relationship between the quantity of money and inflation are then presented. In the second unit, students understand the function and objectives of financial management in a company. This material includes the understanding and implementation of the time value of money and its practical application in the evaluation of investment decision under the conditions of certainty of cash flows. Finally, this section focuses on understanding the valuation process of financial</p>

assets and the calculation of the weighted average cost of capital.

With the successful completion of the course, students will be sufficiently capable to:

- understand the decision-making process by consumers and producers
- analyze the changes in the supply and demand equilibrium conditions which determine the prices of products and services
- understand and analyze the conditions that shape different structures in product and service markets and determine business profitability and social welfare in terms of economic outcome
- recognize the components and how to measure the GDP of a country
- understand the phenomenon and measurement of inflation and its relationship with money supply and monetary policy
- analyze and evaluate the role and purpose of financial management in businesses and the nature of financial decisions made by businesses
- understand the concept of time value of money
- understand the investment decision-making process in modern businesses and make investment decisions by applying different investment appraisal techniques
- evaluate bonds and stocks and compare stock valuation results from different approaches
- calculate the weighted average cost of capital of the company based on its capital structure

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Analysis of capital market conditions and adaptation to new information.
- Decision making
- Working independently
- Team work
- Consulting activity
- Project planning and management
- Production of free, creative and inductive thinking

(3) SYLLABUS

1. Preferences – Utility
2. Consumer Theory, choice and demand
3. Producer Theory, profit maximization, cost minimization and cost curves
4. Market structure, monopoly and forms of oligopoly
5. The National Income of a Country
6. Measuring the Cost of Living
7. Money and Inflation
8. The business and its environment, and the role of the financial manager
9. The Time Value of Money - Discounting and Present Value
10. Investment evaluation and investment decisions rules under conditions of certainty
11. Valuation of Bonds and Shares
12. Weighted Average Cost of Capital

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face and distance learning.	
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Using of PowerPoint slides</p> <p>The slides-notes of the lectures are offered in electronic form to the students through an electronic platform (e-class)</p> <p>Communication with students via email</p>	
<p>TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<p>Activity</p>	<p>Semester workload</p>
	Lectures	39
Course total		187.5
<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Written final exam (100%) including:</p> <ul style="list-style-type: none"> • Closed-ended questions • Essay Questions • Problem solving <p>The written exam lasts 3.0 hours. The individual assessment points are explicitly listed next to each question.</p>	

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

Ross S., Westerfield R., Jaffe J, Jordan B., *Corporate Finance, BrokenHill, latest edition*
Brealey, R., Myers, S., Allen, F., *Principles of Corporate Finance, 3rd Edition, Utopia*

H. Varian, *"Intermediate Microeconomics: A Modern Approach", Kritiki Press*

A. Rubinstein, *"Lecture Notes in Microeconomic Theory. The Economic Agent", Princeton University Press*

Gregory N. Mankiw and Mark P. Taylor, *Economics (3rd Edition), Part B, Tziola Press, Athensα 2017*