

Syllabus									
Course code									
Course name	Financial stories of global corporations								
Course version	1								
A. The location of the course in the study system									
Level of education	2								
Degree level	-								
A form of study	Erasmus Exchange								
Field of study	Management Engineering								
Profile of study	general academic								
Specialization	-								
Unit administrating course	Faculty of Management								
Unit implementing course	Faculty of Management								
Course coordinator	Piotr Korneta								
B. General characteristics of the course									
Block	General								
Group of courses	-								
Level of the course	medium-advanced								
Course status	Elective								
Course language	English								
Semester	-								
Academic year	2019/20								
Prerequisites	Fundamentals of accounting, fudnamentals of corporate finance								
The minimum number of students	No limits for students (lecture) from 25 students, up to the limit of seats in the room (exercise)								
C. Learning outcomes and teaching methods									
Aim of the course	The course aims to develop the ability of students to collect and use financial information in order to construct a coherent description of business activities.								
Assessment methods	<p>A. Lecture</p> <p>1. <i>Formative assessment</i>: Ability to identify and use relevant financial information with the aim of constructing a coherent description of a business.</p> <p>2. <i>Summative assessment</i>: Written Exam 100 pts (60 to pass)</p> <p>B. Exercise</p> <p>1. <i>Formative assessment</i>: Ability to identify and use relevant financial information with the aim of constructing a coherent description of a business, Ability to present the results of analysis in writing and orally.</p> <p>2. <i>Summative assessment</i>: Mid-term report 50 pts, Final presentation 50 pts.</p>								
Learning outcomes	See Table 1								
Form of classes and weekly dimension (number of hours per semester)	<table> <tr> <td>lecture</td> <td>10</td> </tr> <tr> <td>exercise</td> <td>20</td> </tr> <tr> <td>laboratories</td> <td>0</td> </tr> <tr> <td>projects</td> <td>0</td> </tr> </table>	lecture	10	exercise	20	laboratories	0	projects	0
lecture	10								
exercise	20								
laboratories	0								
projects	0								

The course content	<p>A. Lecture</p> <ol style="list-style-type: none"> Types and structures of global corporations Sources of information about corporations Using financial markets as a source of information Consolidating information to tell a story Writing professional analytical texts <p>B. Exercise</p> <ol style="list-style-type: none"> Self-financing growth companies, eg. Amazon Managing unstable revenue streams, eg. Facebook Burning cash, eg. Tesla Tight competition, eg. Inditex and H&M Exploiting an exclusive niche, eg. LVMH
Learning outcomes	See Table 1
Exam	Written, 60/100 to pass
Literature	<p><i>Obligatory:</i></p> <ol style="list-style-type: none"> Damodaran, A. (2017), <i>Narrative and Numbers: The Value of Stories in Business</i>, NY: Columbia. <p><i>Supplementary:</i></p> <ol style="list-style-type: none"> Klimczak, K. M. (2017). <i>Corporate financial communication in Poland</i>. Kraków: Edu-Libri Lev, B. (2012). <i>Winning Investors Over: Surprising Truths about Honesty, Earnings Guidance, and Other Ways to Boost Your Stock Price</i>. Boston: Harvard Business Press.
Course website	www.olaf.wz.pw.edu.pl
D. The student workload	
Number of ECTS credits	4 ECTS
Total hours of student work related to the learning outcomes achievement (description):	4 ECTS 10h Lecture + 20h exercise + 40h practical work (see below) + 5h literature study + 5h exam preparation + 20h case study analysis and discussion = 100h
The number of ECTS credits for courses that require the direct participation of teachers	1,4 ECTS 10h lecture + 20h exercise = 30h
The number of ECTS credits that the student obtains during the practical classes	3,6 ECTS 20h exercise + 40h practical work (see below) + 5h literature study + 5h exam preparation + 20h case study analysis and discussion = 90h
E. Additional Information	
Remarks	-
Date of last update	

Table 1

Learning Effects			
Subject effects		Reference to the characteristics of the 2nd degree of the PRK	Reference to the characteristics of the 1st degree of the PRK
Knowledge – students know and understand			
Effect:	w pogłębionym stopniu teorie naukowe właściwe dla finansów oraz kierunki ich rozwoju, a także zaawansowaną metodologię badań ze szczególnym uwzględnieniem pozyskiwania funduszy i planowania finansowego przedsięwzięć	I.P7S_WG.o	P7U_W
Effect code:	I2_W03		

Verification:	Mid-term report, Written exam		
Effect:	główne trendy rozwojowe w zakresie nauk o zarządzaniu	I.P7S_WG.o	P7U_W
Effect code:	I2_W07		
Verification:	Oral presentation, Written exam		
Abilities – students can			
Effect:	identyfikować, interpretować i wyjaśniać złożone zjawiska i procesy społeczne oraz relacje między nimi z wykorzystaniem wiedzy z zakresu finansów	I.P7S_UW.o	P7U_U
Effect code:	I2_U03		
Verification:	Oral presentation, Written exam		
Effect:	komunikować się na tematy specjalistyczne ze zróżnicowanymi kręgami odbiorców	I.P6S_UK	P7U_U
Effect code:	I2_U19		
Verification:	Oral presentation, Written exam		
Social Competence – students are ready for			
Effect:	krytycznej oceny odbieranych treści	I.P7S_KK	P7U_K
Effect code:	I2_K01		
Verification:	Written report		
Effect:	odpowiedzialnego pełnienia ról zawodowych z uwzględnieniem zmieniających się potrzeb społecznych, w tym: rozwijania dorobku zawodowego, podtrzymywania etosu zawodu, przestrzegania i rozwijania zasad etyki zawodowej oraz działania na rzecz przestrzegania tych zasad	I.P7S_KR	P7U_K
Effect code:	I2_K06		
Verification:	Oral presentation, Written exam		