

**MANAGERIAL ACCOUNTING AND FINANCE**  
**ACADEMIC YEAR 2014-2015**

Professor: Luz Parrondo, Office 20.148  
Email: [luz.parrondo@upf.edu](mailto:luz.parrondo@upf.edu)  
Office Hours: state that "by appointment"

**Course Description**

The main objective of the course is to provide students with a working understanding of the main concepts and techniques of accounting and finance.

**Objective(s)**

This course is an introduction to the main concepts related to managerial accounting and finance. This will allow the student to identify the measures to take in connection with company investing, bank lending to companies, and other decisions which can improve the performance of a firm.

According to the international differences in accounting and finance, the course is designed with an international orientation.

By other hand, the course will provide a critical perspective of accounting and finance dealing with topics like ethical perspectives of finance, creative accounting and accounts manipulation, in order to help the student to identify these practices.

This is not a book-keeping course because the topics are designed from the point of view of manager users.

**Methodology**

The course will combine lectures with case discussions, and presentation of reports about cases made by groups of students. During the discussion of some cases, the students will be divided in groups using the role playing approach.

**Evaluation criteria**

Grading will be done through class participation (20%), class presentations of weekly assignments (30%), and final assignment (50%).

Final assignment: At the end of the course each student will write a report based on a real company applying the concepts studied in this course. This report can have the format of a case study with the proposal of solution. Some of these cases could be published by UPF.

Students are required to attend 80% of classes. Failing to do so without justified reason can have important consequences in your final grade.

As with all courses taught at the UPF Barcelona School of Management, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. If the course is again failed after the re-take, students may have to register again for the course the following year.

Plagiarism is to use of another's work and to present it as one's own without attributing the sources in the correct way. All essays, reports or projects handed in by a student must be

original work completed by the student. By enrolling at a Barcelona School of Management Master of Science and signing the “Honor Code,” students acknowledge that they understand the Barcelona School of Management’s policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

### Calendar and Contents

1. Designing balanced scorecards as corporate information systems.	October 3 <sup>rd</sup>
2. Financial statements and accounting standards: balance sheet, profit and loss account and the notes.  Presentation case on BSC	October 10 <sup>th</sup>
3. Analysis of the balance sheet and the cash flow statement.  Presentation of case on analysis Balance sheet	October 17 <sup>th</sup>
4. Analysis of the profit and loss account, the profitability and stock market ratios.  Presentation case analysis of profit and loss account	October 24 <sup>th</sup>
5. Analysis of working capital management.  Presentation case analysis working capital	October 31 <sup>st</sup>
6. Analysis of forecasted financial statements.  Presentation case of forecasts	November 7 <sup>th</sup>
7. Economic Value Added and company valuation.  Presentation case of Company valuation	November 14 <sup>th</sup>
8. Accounts manipulation and creative accounting.  Presentation case of earnings manipulation	November 21 <sup>st</sup>
9. Introduction to corporate finance concepts  Presentation case on corporate fin	November 28 <sup>th</sup>

10. Final presentations	December 5 <sup>th</sup>

**Bio of Professor****Education**

PhD student in Economics, Finance and Business, Univ. Pompeu Fabra  
 Master of Science in Management, 2010, Univ. Pompeu Fabra  
 B.A Economics, 1996, Univ. Alicante

**Research interests**

Main: Management and accounting; Detailed: Earnings management, Risk management, Corporate Social Responsibility, entrepreneurship and gender studies

**Working papers**

“The relationship between Earnings Management and Corporate Social Responsibility: the effect of CSR Disclosure” (joint with Javier Gomez-Biscarri)  
 “The relationship between Earnings Management and Enterprise Risk Management: the effect of ERM Committee” (joint with Oriol Amat y Markus Maedler)  
 “Transaction and accrual EM under Explicit and Implicit Enforcement; an experimental design” (joint with Javier Gomez-Biscarri)

**Other publications**

“Earnings Management under IFRS and PGC” Septiembre 2013 Revista de Contabilidad y Dirección (ACCID)

**Teaching Experience**Graduate

IDEC (U. Pompeu Fabra Business School): Managerial Accounting (2012, 2013, 2014)  
 Univ. Pompeu Fabra, Teaching Assistant: Managerial accounting (2010-2014)  
 Toulouse Business School: ABC/ABM costing methods and Budgeting (2014)

Undergraduate

Univ. Pompeu Fabra:  
 ◦ Assistant professor: Financial accounting (2014), Economy and analytical instruments (2014)  
 ◦ Teaching Assistant: Corporate Finance, Business management, Econometrics (2009, 2014)

**Professional Experience**

2009- Financial consultant (freelance) for SMEs



2007-2009	Acquamedia Technologies SL Financial and HR Manager
2005-2007	Modiss Iluminación SL Financial and HR Manager
1997-2005	Mazel Ingenieros S.A. Financial Controller / Assistant Financial Manager