# Solent University Unit Descriptor

## **Unit Code: COM529 Unit title: Economics & Financial Analysis**

### **Why is this unit important?**

When working in business it is essential to have a solid understanding of financial accounts, both in their own right and also within the context of the broader economy.

### **What you will learn on the unit**

You will develop an understanding of the fundamentals of accounting theory and practice. This covers a range of related activities that promote effective decision-making and positive business performance within business, including forecasting and cash flow analysis. This places financial decision-making in the context of wider economic circumstances and their impact on the business and the general economy.

We will cover and develop an understanding of accounting concepts and conventions; objectives of financial statements and their uses. Then we will learn how to analyse and interpret profit and loss accounts, balance sheets and cash flow statements; use of accounting ratios.

All of this will then feed into financial forecasting, budgetary control and cash flow analysis. Further work will cover current economic trends; macro-economic indicators; public and private sector investment; and the performance of the stock market.

### **How you will learn**

You will learn through a mix of lectures which are used to provide you with the theoretical underpinning necessary for you to carry out analysis of company performance.

Learning is also interspersed with seminar discussion and workshop exercises, involving the interpretation of economic data and use of financial ratios. Case studies are used to show how theory enhances understanding and analysis.

Independent learning, where you study outside the class will utilise a case study approach based on a specified company.

### **How much time the unit requires**

This unit is a 20 credit unit and you are expected to study for 200 hours (which equates to 10 hours per credit )This total learning time is made up of contact time, directed learning tasks, independent learning and assessment activity.

### **How you will be assessed**

#### **Tasks which help you to learn and prepares you for summative tasks (Formative):**

Reviewing your work each week will provide formative feedback on your progress.

#### Seminars and workshops allow for active discussion. You will also be presented with a number of formative assessments throughout the unit this will allow for me the tutor and yourself to assess your level of understanding. Feedback is provided directly by the tutor, both verbally and in written form.

#### **Tasks which count towards your degree (Summative):**

#### AE1 requires you to evaluate the performance of a specific company on the basis of its published economic data, by using generic financial principles and applying them to a particular industry situation. This will emphasise the difference between differing industry sectors from a finance and accounting management point of view. It will also allow for you to consider your own industry sector.

#### AE2 requires you to evaluate the performance of the stock market and observe and explain how changes in the stock market can affect a firm’s finances.

#### **When assessment does not go to plan** Re-assessment task must demonstrate achievement of the learning outcomes covered by the original assessment task. Therefore, you will re-submit your reworked assessment subject to guidance and feedback from the tutor.

### **What you will be able to do after the unit**

1. Define the basic methods and principles used in presenting company accounts.
2. Identify key indicators reflecting trends in the financial markets and businesses.
3. Evaluate information presented in company reports as indicators of wider business health/performance.
4. Assess the impact of wider economic circumstances on the industry and how this is likely to affect markets and the performance of individual firms within them.
5. Report on economic and financial variances.
6. Respond to and communicate information effectively.

**How this relates to the dimensions of Solent’s Real-world curriculum framework**

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| --- | --- | --- |
| **Dimension** | **How students learn** | **How students are assessed** |
| Students are challenged to think in critical, creative and applied ways | Students will need to evaluate the best design process for a set task or problem | Students need to present a discussion and evaluation of current design processes |
| Students are inspired to do research through inquiry, curiosity and problem-solving | Students will be tasked to solve a design problem informed by research | Students will need to present both academic and professional styled research findings |
| Students experience an intellectually stimulating curriculum which inspires them to learn for life | Students will consider how economics impact them and their industry. | Evaluation of financial reports |

### **Summative assessment details**

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| --- | --- | --- |
| AE1 | Weighting: | 50% |
|  | Assessment type: | Report |
|  | Aggregation: | Aggregated to AE2 |
|  | Length/duration: | 2000 words |
|  | Online submission: | Yes |
|  | Grade marking: | Yes |
|  | Anonymous marking: | No |

|  |  |  |
| --- | --- | --- |
| AE2 | Weighting: | 50% |
|  | So | Report |
|  | Aggregation: | Aggregated to AE1 |
|  | Length/duration: | 2000 words |
|  | Online submission: | Yes |
|  | Grade marking: | Yes |
|  | Anonymous marking: | No |

### Unit Author: Harjinder Virdee

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| Unit Title: Economics & Financial Analysis | | | |
| Credit Points: | 20 | Unit Code: | COM529 |
| FHEQ Level: | 5 | School/Service | SMAT |
| Unit Delivery Model: | CD | Max/Min student numbers | N/A |
| Unit Leader: | Harjinder Virdee | | |
| HECOS code | 100451 | | |

### Unit change history:

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| --- | --- | --- | --- |
| Unit Approved/Year Implemented/Code | July 2019 | 2020/21 | COM529 |
| Unit modified/Year Implemented/Code |  |  |  |
| Add extra rows as required |  |  |  |