Wrexham Glyndŵr University

Module Title:	Financial Modelling	Level:	6	Credit Value:	20

Module code:	BUS643	Is this a new module?	Yes	Code of module being replaced:	n/a

Cost Centre:	GAMG	JACS3 code:	N411

Trimester(s) in which to be offered:	2	With effect from:	September 17

School:	Business	Module Leader:	Prof Chris Jones

Scheduled learning and teaching hours	30hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) in Business Decision Making	✓	☐

Pre-requisites
None

Module Aims
To develop students' ability of applying financial models and related advanced analytical techniques to support business decision making and to evaluate possible decision outcomes in competitive business environment.

Intended Learning Outcomes
Key skills for employability

   KS1   Written, oral and media communication skills
   KS2   Leadership, team working and networking skills
   KS3   Opportunity, creativity and problem solving skills
   KS4   Information technology skills and digital literacy
   KS5   Information management skills
   KS6   Research skills
   KS7   Intercultural and sustainability skills
   KS8   Career management skills
   KS9   Learning to learn (managing personal and professional development, self-management)
   KS10   Numeracy

At the end of this module, students will be able to		Key Skills	
1	Create financial models and use them to make better informed business decisions.	KS1	KS5
		KS3	KS6
		KS4	KS10
2	Predict decision outcomes through the use of mathematical measurements and calculations, statistical modelling and research.	KS1	KS5
		KS3	KS6
		KS4	KS10
3	Conduct time series analysis for business forecasting.	KS1	KS6
		KS4	KS10
		KS5	
4	Use Monte-Carlo simulation to support management decisions.	KS1	KS5
		KS3	KS6
		KS4	KS10
5	Apply Scenario planning to make flexible long-term plans.	KS1	KS5

		KS3	KS6
		-----	------
		KS4	KS10

Transferable/key skills and other attributes

Derogations
None

Assessment:
Assessment 1 requests students to undertake a piece of research into relevant issues within financial modelling and forecasting. Assessments 2 requests students to prepare an individual report that applies Monte-Carlo simulation and Scenario planning to data sets and information sources. A key component of the assessment will be the interpretation and insight gained from conducting the analysis.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Essay	50%		2000
2	3,4,5	Report	50%		2000

Learning and Teaching Strategies:
According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:
1. Understanding financial modelling and its applications in strategic planning 2. Principles of business planning 3. Techniques of quantitative business analysis 4. Time series analysis for business forecasting 5. Applications of Monte-Carlo simulation in business 6. Scenario planning in business

Bibliography:

Essential reading

Textbooks

Samonas, M. (2015), *Financial Forecasting, Analysis and Modelling: A Framework for Long-Term Forecasting*, West Sussex: John Wiley & Sons.

Other indicative reading

Textbook

Slack et al, (2007) Operations Management 5 th edition Prentice Hall, London

Journals
- International Journal of Business, Marketing and Decisions Sciences
- International Journal of Management and Decision Making
- Journal of Behavioural Decision Making
- Journal of Business Research