Prifysgol **Wrecsam**
Wrexham University

Module specification

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Module Code	BUS7E8
Module Title	Investment and Valuation
Level	7
Credit value	30
Faculty	WBS
HECoS Code	100840
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	**Core/Optional/Standalone**
MSc Accounting and Finance	Core
MSc Accounting and Finance with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	**30 hrs**
Placement hours	0 hrs
Guided independent study hours	270 hrs
Module duration (Total hours)	**300 hrs**

Module aims

This module aims to develop advanced understanding of investment decision-making and valuation techniques across financial and real asset markets. It equips students with the analytical tools required to appraise investments under conditions of risk and uncertainty. Students will critically evaluate cash-flow based valuation models, market pricing mechanisms, and performance metrics. The module prepares learners to make informed, evidence-based investment and capital allocation decisions in professional practice.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically evaluate investment opportunities using appropriate valuation techniques, including discounted cash flow, market-based, and risk-adjusted models.
2	Apply quantitative methods to risk, return, and performance assessment, incorporating uncertainty, sensitivity analysis, and scenario testing
3	Appraise market data and financial information to support informed investment and capital allocation decisions.
4	Justify investment recommendations clearly and professionally, integrating theoretical insight with practical, evidence-based analysis.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: (Presentation)

An individual presentation that applies investment and valuation techniques to a real-world asset, company, or portfolio decision. Students will undertake financial and market data analysis, develop and apply appropriate valuation models, and assess risk and return under conditions of uncertainty. The presentation will evaluate the suitability of alternative valuation approaches, justify key assumptions, and present a clear, evidence-based investment recommendation supported by quantitative analysis.

Assessment 2: (Examination)

An unseen written examination that assesses students' ability to apply and critically evaluate investment and valuation concepts. Students will be required to analyse financial information, apply quantitative valuation and risk assessment techniques, and respond to both computational and conceptual questions. The examination will test technical accuracy, critical judgement, and the ability to make informed investment decisions within a time-constrained environment.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 3	Presentation	10 minutes	40%	Oral Assessment
2	1, 2, 3, 4	Examination	3 hours	60%	N/A

Derogations

N/A

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

1. Principles of investment decision-making and capital allocation
2. Time value of money and cash-flow modelling
3. Discounted cash flow valuation and forecasting assumptions
4. Risk, return, and portfolio theory
5. Cost of capital, discount rates, and risk adjustment
6. Market-based valuation approaches and comparative analysis
7. Asset pricing models and performance measurement
8. Valuation under uncertainty: sensitivity, scenario, and simulation analysis
9. Behavioural factors and market inefficiencies in investment decisions
10. Valuation of alternative assets (e.g. real estate, infrastructure, private markets)
11. ESG considerations and sustainability in investment appraisal
12. Integrating valuation outputs into investment recommendations and decision-making

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Damodaran, A. (2025), *Investment Valuation : Tools and Techniques for Determining the Value of any Asset. 4th* ed. Newark: Wiley.

Other indicative reading:

Magni, C.A. (2020), *Investment Decisions and the Logic of Valuation: Linking Finance, Accounting, and Engineering*. 1st ed. Cham: Springer International Publishing AG.

Pinto, J.E. (2020), *Equity Asset Valuation. 4th ed. Hoboken, NJ: Wiley.*

Rosenbaum, J., Pearl, J. (2021), *Investment Banking : Valuation, LBOs, M&A, and IPOs*. third edition, University Edition ed. Hoboken, NJ: Wiley.

Administrative Information

For office use only	
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