

Master Program “Financial analytics”

Title of the course

Management Accounting and Analysis

SEMESTER: 2

MODULE: 5

Course	Management Accounting and Analysis	
Instructor	Visiting Professor Robin Joyce	
Credits	ECTS	Hours
	4	144
Classes	Lectures (hours)	Seminars (hours)
	10	18
Learning outcomes	Mastering the Financial Management, Planning and Reporting Structures of Companies and Public Enterprise Operations and how best to work with management to maximize results.	
Topics	Strategic Planning, Budgeting, Reporting of Financial and Non-Financial Performance, Reporting for Marketing, Discounts, Costing, Pricing for Service Businesses, Value Pricing Management, Business Plans, Ratio Analysis, Divisional Analysis, Offshore and Transfer Pricing, Management Accounting for a University.	
Text (Main literature)	A Practical Approach to Value Pricing Mark Wickersham (Latest edition) Articles: academic, professional, news, analysis Text extracts as appropriate	
Assessment	The final grade will be based on: 100% Exam	
Teaching Methods	Lectures, seminars, presentations, teamwork, problem solving, test / individual tasks	