

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Financial Analysis

1- Basic Information:

Course Name	Financial Analysis
Course ID	BFB605
Contact Hours (Registered Sessions)	36
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	54
Synchronized Session Work Load	24
Credit Hours	6
Course Level	6

2- Pre-Requisites:

Course	ID
Principles of Financial Management	BFB401
English Level 3	Eng3

3- Course General Objectives:

The course aims at providing students with a thorough understanding of the concept of financial analysis, its objectives and importance in helping investors and managers in making different decision relating to the business. The course also intends to enable students to use different financial analysis techniques to evaluate the financial position of the business. It, additionally, sheds light on the main financial failure prediction models.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes: after completing this course students should be able to:
ILO1	Realize the concepts of financial reporting and financial statement analysis and its objectives and importance in assisting management and those interested in the business in making decisions.
ILO2	Perform the vertical, horizontal, and trends analysis of both income statement and the balance sheet.
ILO3	Realize the concept and importance of profitability , and calculate and interpret profitability ratios .

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ILO4	Realize the concept and importance of liquidity , and calculate and interpret liquidity ratios .
ILO5	Realize the concept and importance of solvency , and calculate and interpret solvency ratios .
ILO6	Calculate and interpret activity ratios .
ILO7	Realize and perform integrated financial ratio analysis
ILO8	Realize and perform equity analysis
ILO9	Realize and perform segment analysis
ILO10	Use break even analysis and realize its managerial significance
ILO11	Realize prospective analysis (forecasting) and use the forecasting techniques
ILO12	Use the different models to forecast financial failure.

5- Course Syllabus (36 hours of total Recorded Sessions , 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • An introduction to financial reporting analysis <ul style="list-style-type: none"> - Financial reporting and financial statements - The concepts of financial analysis - Applications of financial analysis 	4	2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO2	<ul style="list-style-type: none"> • Vertical, horizontal, and trend analysis of financial statements <ul style="list-style-type: none"> - Vertical, analysis of financial statements - Horizontal, analysis of financial statements - Trend analysis of financial statements 	4	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input checked="" type="checkbox"/> Others	Download Sainsbury's 2017-2018 financial statements and perform a vertical analysis of both the income statement and the balance sheet
ILO3	<ul style="list-style-type: none"> • Profitability analysis <ul style="list-style-type: none"> - The concept and importance of liquidity - Calculating and classification of profitability ratios 	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Download Sainsbury's 2017-2018 financial statements and perform profitability ratios.

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	<ul style="list-style-type: none"> - Interpretation of profitability ratios 				
ILO4	<ul style="list-style-type: none"> • Liquidity analysis <ul style="list-style-type: none"> - The concept and importance of liquidity - Calculating and classification of liquidity ratios - Interpretation of liquidity ratios 	4	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Download Sainsbury's 2017-2018 financial statements and perform liquidity analysis..
ILO5	<ul style="list-style-type: none"> • Solvency analysis <ul style="list-style-type: none"> - The concept of Solvency - Calculating and classification of Solvency ratios - Interpretation of Solvency ratios 	4	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Download Sainsbury's 2017-2018 financial statements and perform solvency analysis..
ILO6	<ul style="list-style-type: none"> • Activity analysis <ul style="list-style-type: none"> - Calculating and classification of activity ratios - Interpretation of activity ratios 	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Download Sainsbury's 2017-2018 financial statements and perform activity analysis..
ILO7	<ul style="list-style-type: none"> • Integrated financial ratio analysis : <ul style="list-style-type: none"> - The Overall Ratio Picture - DuPont Analysis 	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO8	<ul style="list-style-type: none"> - Equity Analysis: - What is equity analysis? - Valuation Ratios - Industry-Specific Ratios 	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	

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	<ul style="list-style-type: none"> - Research on Ratios in Equity Analysis 			<input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO9	<ul style="list-style-type: none"> • The Credit Analysis <ul style="list-style-type: none"> - What is credit risk and credit analysis - The Credit Rating Process - Research on Credit Analysis • Segment Reporting and Analysis <ul style="list-style-type: none"> - Segment Reporting Requirements - Segment Ratios 	4	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO10	<ul style="list-style-type: none"> • Break even analysis <ul style="list-style-type: none"> - An over view of cost behavior - Calculation of BEP. - Target Profit Analysis - Margin of safety - Operating leverage 	4	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO11	<ul style="list-style-type: none"> • prospective analysis (forecasting) <ul style="list-style-type: none"> - Introduction to Forecasting - Preparing financial statement forecasts - Steps of Forecasting 	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO12	Forecasting financial failure <ul style="list-style-type: none"> - The concept of financial failure - UNIVARIATE MODEL - MULTIVARIATE MODEL 	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Realize the concepts of financial reporting and financial statement analysis and its objectives and importance in assisting management and those interested in the business in making decisions.	Discuss the concepts of financial reporting and analysis	X		X		
ILO2	Perform the vertical, horizontal, and trends analysis of both income statement and the balance sheet.	Use vertical and horizontal analysis of financial statements	X		X		
ILO3	Realize the concept and importance of profitability , and calculate and interpret profitability ratios .	calculate and interpret profitability ratios	X		X		
ILO4	Realize the concept and importance of liquidity , and calculate and interpret liquidity ratios .	calculate and interpret liquidity ratios .	X		X		
ILO5	Realize the concept and importance of solvency , and calculate and interpret solvency ratios .	calculate and interpret solvency ratios	X		X		
ILO6	Calculate and interpret activity ratios .	calculate and interpret activity ratios	X		X		
ILO7	Realize and perform integrated financial ratio analysis	Demonstrate an understanding for the relationships among different ratios	X		X		
ILO8	Realize and perform equity analysis	calculate and interpret equity ratios	X		X		
ILO9	Realize and perform credit and segment analysis	perform credit and segment analysis	X		X		
ILO10	Use break even analysis and realize its managerial significance	Calculate break even point	X		X		

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		contribution margin and margin of safety					
ILO11	Realize prospective analysis (forecasting) and use the forecasting techniques	Apply the main steps of financial forecasting	X		X		
ILO12	Use the different models to forecast corporate failure.	Apply the univariate and multivariate models of financial failure	X		X		

7- Practice Tools:

Tool Name	Description

8- Main References

- 1- Gokul Sinha, 2010, **Financial statement analysis**, PHI Learning, New Delhi
- 2- K. R. SUBRAMANYAM; JOHN J. WILD, 2009, **Financial Statement Analysis**, 10th e, Mc-Graw-Hill Irwin, USA.
- 3- MARTIN FRIDSON & FERNANDO ALVAREZ, 2011, **Financial statement analysis, A Practitioners' Guide**, Fourth Edition, John Wiley & Sons, Inc., Hoboken, New Jersey.
- 4- Lawrence Revsine and Daniel Collins and Bruce Johnson and Fred Mittelstaedt and Leonard Soffer, 2018, **Financial Reporting and Analysis**, 7th Edition, Mc-Graw-Hill, USA.
- 5- Charles H. Gibson, 2011, **Financial Reporting and Analysis**, 12e., South-Western Cengage Learning.
- 6- Thomas R. Robinson, Hennie van Greuning, Elaine Henry, Michael A. Broihahn; 2009, **International Financial Statement Analysis Workbook**, CFA Institute., John Wiley & Sons, Inc., Hoboken, New Jersey.

9- Additional References

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