

# Course Introduction

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Session 3 | 11th August - 01st September



2019 Cambridge Summer Academic Programme

# Course Option | Business Management and Leadership

## Course Description

This course helps students increase understanding of organizations and their management. Business management encompasses the various processes, procedures and practices for effective management of organizations. Management has broad applications because it involves a wide range of skills and attributes which equip students to succeed in any organization. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis. The second part of the course focuses on leadership, an essential quality for effective management, and which is vital in any role. Leaders develop the ability to motivate teams to achieve goals. The module discusses how leaders analyze facts and circumstances to determine the cause of a problem and identify appropriate solutions.

## Module 1 : Management

### Module Description

This module addresses the design and development of organizations from a management perspective. It covers basic functions of planning, organizing, and managing resources to achieve organizational goals. The module covers the need for individuals and organizations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

### Module Aims

- Overview management fundamentals
- Introduce organizational behavior concepts
- Discuss issues of social responsibility

### Module Objectives

- Gain knowledge of management frameworks
- Become familiar with management styles
- Analyze management case situations

## **Module 2 : Leadership**

### **Module Description**

This module examines the theories and models of leadership. Leaders guide an organization or team toward success. Leadership involves vision and the ability to make decisions to achieve the vision. The module introduces strategies and decision making. The module relies on research and theories to teach leadership skills. Communication skills are developed through discussion and presentations.

### **Module aims**

- Overview leadership theories
- Discuss motivational strategies
- Introduce approaches to team building

### **Module objectives**

- Understand leadership theories and practices
- Practice effective communication
- Develop emotional intelligence and empathy

# Course Option | International Investment and Accounting

## Course Description

This course introduces and develops an understanding of the analytical techniques necessary to make effective investment decisions. The ultimate goal of corporations is to take on the best possible projects and finance them the best way possible. The time and uncertainty of investment payoffs make these problems nontrivial and essential for long-term success. The two modules will cover questions of how to value and choose projects and how to value a company.

## **Module 1 : International Investment and Rick Management**

### Module Description

The course begins with a case that introduces the global real estate markets, and investment valuation using discounted cash flow projections, investment performance evaluation based on net present value (NPV) and internal rate of return (IRR). More advanced topics in finance and risk analysis will focus on capital structure considerations between equity and debt finance, real estate investment trusts (REITs), and the subprime crisis in the USA and Europe. Teaching methods include formal lecture sessions on cash flow methods combined with practical examples. Excel based appraisal and performance evaluation techniques will be used to give course participants an opportunity to apply them to property development and investment deals. The techniques taught are of practical benefit to participants and transferable to the workplace. Participants will work in small groups to analyse a case studies that consider valuation and investment analyses for financing commercial investment and development.

### Module Aims

- Value investment projects and evaluate the performance of real estate investment trusts (REITs)
- Use cash flow models to analyse the financial feasibility of a real estate deals
- Analyse the risk of different types of financing structures

### Module Objectives

- Understand debt and equity finance
- Understand real estate boom & bust behavior

## **Module 2: Finance and Accounting**

### **Module Description**

First, we will discuss how economic variables affect financial markets and, in particular, stock prices and interest rates. We will examine and interpret information from the news media seeing in practice what the most important economic indicators are. Second, we will see an introduction to financial statements, talking about balance sheets and profit/loss statements. Third, we will see how to estimate the value of a company using the multiples technique.

### **Module Aims**

- Introduce financial markets
- Explain accounting and financial statements
- Demonstrate basic valuation methods

### **Module Objectives**

- Understand financial markets and interpret the main movements of stock markets
- Understand the basic structure of financial statements
- Implement the multiples technique to value a stock

# Course Option | Fintech and Behavioral Finance

## Course Description

“FinTech” refers to financial sector innovations involving technology-enabled business models that can facilitate disintermediation, revolutionize how existing firms create and deliver products and services, address privacy, regulatory and law-enforcement challenges, provide new gateways for entrepreneurship, and seed opportunities for inclusive growth. In the second module, we will explore how behavioral bias affects financial decisions. Over the entire history of finance research, it has been believed that markets are efficient and that prices reflect fundamental values. Over the last decade however, a number of researchers have documented that anomalies can be observed in returns to firms after an enormous variety of corporate events - from mergers to share repurchases to stock splits.

## Module 1: FinTech & Alternative Finance

### Module Description

This course brings a 360o view on FinTech. Firstly, we'll explore the emergence of new business models in various areas of banking, insurance and wealth management. Secondly, we'll focus on how the technological advance in data and analytics are enabling the financial sector innovations. A special attention will be devoted to BlockChain, the 'internet of finance' and its potential of further transforming the sector. Lastly, we would deal with the increasing security and privacy concerns, operational risks as well as social challenges that emerged as part of the FinTech transformation. In the second module, we will explore how behavioral bias affects financial decisions. Over the entire history of finance research, it has been believed that markets are efficient and that prices reflect fundamental values. Over the last decade however, a number of researchers have documented that anomalies can be observed in returns to firms after an enormous variety of corporate events - from mergers to share repurchases to stock splits.

### Module Aims

- Introduce FinTech
- How is FinTech reconfiguring financial services business models? What are the key disruption points? What determines success in FinTech?

## **Module Objectives**

- Understand FinTech and its present and future
- Understand the FinTech opportunities to improve the Financial System

## **Module 2: Behavioral Finance**

### **Module Description**

In this module, we will examine whether behavioral biases influence managerial and investor actions. We will examine behavioral decision traps - obstacles that might stand in the way of the normative ideal of value maximization. We will also examine how the insights of behavioral finance complements the traditional paradigm and sheds light on the behavior of asset prices, corporate finance, and various Wall Street institutions and practices.

### **Module Aims**

- Identify financial market anomalies
- Introduce psychology and behavioral bias
- Explain behavioral decision traps

### **Module Objectives**

- Understand how behavioral finance complements traditional theory
- Evaluate biases and the impact of these biases
- Gain an understanding of how individuals make financial decisions

# Course Option | Brexit, Politics & International Economics

## Course Description

The world is made up of individual countries who largely get along with each other, trade, hold sporting tournaments, cultural events, and talk to each other through the channel of Diplomacy. But what do we mean by a “country” on which this world order is based? How and why can and do these individual “countries” interact? This is the basis of the academic study of International Relations, the topic of this course. The first module examines the ideas of the Nation, then defines what an NGO is and how they play a role - for good or bad - in the International Order. Building upon understanding of the international order, the second module looks at the world today with a focus on European Integration.

## Module 1: Introduction to International Relations

### Module Description

This module provides an overview of the meaning of “Nation” and how they are able to interact. It further examines questions such as: Are NGOs a Force for Good or a Force for Bad? Is the UN Still Relevant? These are key questions as they will shape the world in the coming years, and an understanding of shifting relationships and what that might mean may allow avoidance of conflict.

### Module Aims

- Provide an Introduction to International Relations
- Analyze shifting Global Power
- Explain the Rise (and Rise) of NGOs

### Module Objectives

- Gain understanding of the ideas of the Nation and Global World Order
- Appreciate the role of the NGO sector
- Evaluate how shifts in global power may be accomplished peacefully



## **Module 2: The International Economy and European Integration**

### **Module Description**

This module will explore the context and implications of Britain's exit from the European Union. Macroeconomic concepts will be covered, including the invisible hand, division of labour, and the wealth of nations, focusing on growth, development and poverty. Economic concepts will inform understanding of Economic and political regionalism and international financial integration.

### **Module Aims**

- Explain the economics of optimum policy areas
- Overview the history and prospects of European economic integration
- Evaluate why did Britain vote to leave - and will "Brexit" work?

### **Module Objectives**

- Apply economic concepts to contemporary issues
- Evaluate dimensions of European Integration
- Gain understanding of the context of Brexit

# Course Option | International Law and Corporate Law

## Course Description

This course provides an introduction to public law in the UK and in an international context. Public law refers to the relationship between individuals and the government. The first module overviews public law and explains the nature and purpose of constitutions including the ways in which governmental powers are generally allocated amongst the institutions of the state, and the way in which courts operate to review administrative action and protect basic rights. The second module situates public law in a broader, global context with an overview of international law. Legal systems today are interconnected throughout the world, creating the need for awareness and understanding of international dimensions of the law.

## **Module 1: International Law**

### Module Description

This module will provide a general introduction to public international law. It will focus on the theory and history of international law, on its sources and their interpretation, on the law of State responsibility and on the settlement of international disputes.

### Module Aims:

- Overview sources of international law
- Explain State Responsibility
- Analyze settlement of international disputes

### Module Objectives

- Learn how to interpret international law
- Learn how to use international legal materials, including treaties and cases
- Gain an understanding of the application of international law

## **Module 2: Corporate Law**

### **Module Description**

This module examines what goes on behind the corporate veil; constitutional matters, the duties and liabilities of directors; shareholders' rights and remedies, contracting with the company, corporate transparency, and theoretical introductions to the company and corporate governance.

### **Module Aims:**

- This module aims to cover topics which may include:

Corporate Personality

Theories of the Company and Corporate Objective

Organs of the Company

Directors' Duties

Derivative actions and Minority Shareholder Remedies

The Company's Constitution

Contracting with the Company

Corporate Governance

Corporate Transparency

Business vehicles in the UK

## **Module Objectives**

- Enable students to familiarize themselves with the core principles of company law
- Develop their critical faculties by evaluating the rules, policies, and principles of English company law;
- Develop their analytical faculties by identifying and resolving legal issues relating to the operation of companies in terms of the relationship between the board of directors and the General Meeting



*Successful investing is anticipating the anticipations of others.*

*—John Maynard Keynes*