



Syllabus of Module

6. Creating a Financial Strategy

Lecturer: doc. JUDr. Ing. Milan Hrdý, Ph.D. et Ph.D.

Module Annotation

A financial strategy as part of the company-wide strategy is an important tool for managing finances in the company. A well-prepared and regularly updated financial strategy is one of the basic pillars of a company's prosperity.

In the first part of the module, in addition to the objectives of a financial strategy, the student will become acquainted with the process, tools and principles of creating long-term and short-term plans. Another part of the module is devoted to the methods, approach and necessary documents for the financial analysis of a company, which provides a picture of the financial health and stability of the company. The financial analysis is, in addition to the financial plan, another important basis for the development of the financial strategy.

The last part of the module deals with the principles, methods and instruments of investment decision-making, which very often also play an irreplaceable role in the development of the financial strategy. In addition to the issue of the time value of money, in this part of the module the listener will also be acquainted with approaches to creating business time as a tool for assessing investments.

Module Objective

To acquaint students with the functions, tools and process of creating a financial strategy.

Literature

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3. HRDÝ, Milan – KRECHOVSKÁ, Michaela. Podnikové finance v teorii a praxi. 2. vydání. Praha: Wolters Kluwer ČR, 2016. ISBN 978-80-7552-449-2.
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5. SCHOLLEOVÁ, Hana. Investiční controlling. Praha: Grada, 2009. Prosperita firmy. ISBN 978-80-247-2952-7.
6. ŠTEKER, Karel a Milana OTRUSINOVÁ. Jak číst účetní výkazy: základy českého účetnictví a výkaznictví. 2., aktualizované a rozšířené vydání. Praha: Grada Publishing, 2016. Prosperita firmy. ISBN 978-80-271-0048-4.

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