

## **TEMPUS PROJECT:**

### ***Business University Of the New Age in Serbia: the BBA***

#### **BBA Professors working visits to SAA Turin:**

##### **Visit of Gordana Vukelic, PhD, Full Professor, visit to SAA Turin**

**Visit period:** June 1 - 14, 2008

**Subject development:** Developing Syllabus for the subject of Financial Statement and Analysis course within planned MBA curriculum.

#### **Activities:**

Professor Gordana Vukelic attended the course on Financial Statement and Analysis and discussed with Professor Roberto Schiesari its content and especially the methodology applied. She has met colleagues from Department of Business Administration and discussed issues regarding subject of Financial Statement and Analysis, the use of case studies in working with the students, and video and written materials, literatures, relevant articles and electronics materials were exchanged. She has met and talked to Assistant Professor Marco Elia and Professor Dutto Giuseppe on further work on subject development.

The following topics within the Syllabus of Financial Statement and Analysis were especially discussed:

1. Financial Analysis and Financial Information
2. Financial Statements and Creativity
3. Ratio Analysis: Methods and Issues
4. Time-series Analysis and Forecasting
5. Capital Markets and Asset Pricing
6. Accounting, Value and the Capital Market
7. Links between Accounting Numbers and Economic Fundamentals
8. Corporate Takeovers and Allied Activity
9. Corporate Failure Prediction and Credit Evaluation
10. Social, Environmental and Employee Reporting
11. Regulation of Accounting



Professors Vukelic and Dutto  
at SAA



Class at SAA attended by Professor Vukelic

The study of financial analysis is a demanding mix of interdisciplinary techniques which incorporates a broad spectrum of methodologies and theories drawn from finance, economics, accounting, strategy and sociology. In Financial Statement and Analysis these eclectic disciplines are woven together to explain how to analyze and interpret financial information for the purpose of assessing the performance and prospects of a company. It is agreed that the new study program should include research evidence concerning the behavior of firms, financial information and financial analysis as well as to include recent important theoretical developments. The program would cover the basic knowledge and skills are followed by their application to various analytical tasks including

merger analysis, bankruptcy prediction, investment decisions, and environmental reporting.