

# CURSO UNIVERSITARIO EN FINANZAS PARA NO FINANCIEROS ONLINE

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## Tax Withholding and Estimated Tax

For use in 2019

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6. Plan de Estudios
7. ¿Cuál es el Formato del Curso?

# PROGRAMAS DE FORMACIÓN CONTINUA ¿POR QUÉ UNIVERSIDAD EUROPEA ONLINE?

Nuestros programas de estudios a distancia te ofrecen la posibilidad de elegir entre distintas áreas de conocimiento y desarrollar las capacidades profesionales que más se están demandando hoy en día.

Nos centramos en el diseño de programas que permitan potenciar tu futuro e impulsar tu carrera profesional mediante una formación 100% online que se adapta a tus necesidades y compatibilizándolo con tu vida personal.

El enfoque práctico del contenido de cada programa hará que tu aprendizaje sea mucho más sencillo y marque la diferencia en el mercado laboral.

# ASPECTOS DIFERENCIALES

## ADAPTADA AL MERCADO

Obtén las skills, el conocimiento y las herramientas más demandadas por las empresas.

## MATERIAL DIDÁCTICO

Compuesto por materiales descargables, vídeos explicativos, ejercicios prácticos y test de autoevaluación.

## CLAUSTRO EXPERTO

Formado por profesores de la UE con una amplia experiencia en empresas de renombre: Mercadona, Banco ING, BBVA o Telefónica.

## PRESTIGIO

Consigue una titulación con el sello de calidad que aporta la Universidad Europea.

## ESPECIALÍZATE

Diseño y edición de imagen y vídeo publicitaria con el paquete Adobe.

## HARVARD BUSINESS PUBLISHING EDUCATION

Tendrás incluido recursos de Harvard, sobre lo último en pensamiento empresarial de la mano de expertos a nivel mundial.

# METODOLOGÍA ONLINE



La metodología online de la Universidad Europea se centra en el estudiante y en garantizar un aprendizaje eficaz para que logre sus objetivos.

La tecnología y la innovación nos permiten ofrecer un entorno dinámico y motivador, con la flexibilidad que necesita y las herramientas que aseguran la calidad formativa.

Contarás con un Campus Virtual sencillo e intuitivo, adaptable a los diferentes dispositivos (desktop, tablet y móvil) que te permitirá acceder a los materiales didácticos cuándo y dónde quieras.



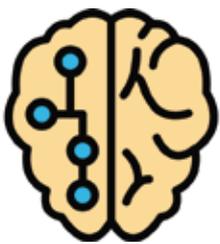
## Sin exámenes

Al final de cada módulo tendrás que realizar un test de autoevaluación para poder obtener un certificado emitido por la Universidad Europea.



## Flexibilidad

Centrada en garantizar en todo momento un aprendizaje eficaz, flexible y adaptado en forma y contenido a las necesidades del estudiante.



## Tecnología e Innovación

Campus virtual basado en una plataforma ágil, que favorece el aprendizaje colaborativo y las herramientas que aseguran la calidad formativa.



## Contenido Interactivo

Recursos dinámicos para facilitar la comprensión del contenido y motivar al estudiante a ampliar sus conocimientos.



## Profesorado

Nuestro claustro de profesores te enseñarán los conceptos y herramientas que más se están demandando en el mundo empresarial.



## Networking

Tendrás acceso a la red Alumni, profesores y empresas. Se incrementa el valor de mercado de los perfiles de los alumnos, creando profesionales altamente atractivos en el mercado laboral.

# DESCRIPCIÓN DEL CURSO

- A lo largo del curso conocerás en detalle el análisis financiero y económico de una empresa.
- Este programa te introducirá en la contabilidad: el marco normativo, conceptual y los elementos patrimoniales
- Desarrollarás tus conocimientos en el análisis de la rentabilidad, el apalancamiento financiero y el coste del capital.
- Ampliarás tu expertise en la estimación de los flujos de caja o cash flow y en qué consiste y cómo se realiza la valoración de las inversiones empresariales.
- La superación de este curso conlleva la obtención de un Certificado Universitario.

\*Este curso no convalida asignaturas de otros programas.

## ¿POR QUÉ ESTUDIAR EL CURSO EN FINANZAS PARA NO FINANCIEROS?

- Curso 100% online.
- Formación completa que te permite optar a nuevas oportunidades laborales.
- Una de las competencias y conocimientos más demandados en el mundo empresarial.
- Calidad educativa, la Universidad Europea cuenta con cuatro estrellas -sobre cinco- en el prestigioso rating internacional de acreditación de la calidad universitaria 'QS Stars' y máxima puntuación en Internacionalización, Empleabilidad, Docencia, Aprendizaje Online e Inclusividad.



# PLAN DE ESTUDIOS

## MÓDULO 1. La Contabilidad y los Elementos Patrimoniales

- Introducción a las Finanzas: La Contabilidad
- Marco normativo y conceptual de la Contabilidad
- Los Elementos Patrimoniales

## MÓDULO 2. El Análisis de los Estados Financieros

- El Análisis de los Estados Financieros
- El Análisis Financiero
- El Análisis Económico

## MÓDULO 3. El Análisis de la Rentabilidad y el Apalancamiento

- El Análisis de la Rentabilidad
- El Apalancamiento Financiero

## MÓDULO 4. La Valoración de Inversiones

- La Valoración de Inversiones I
- La Valoración de Inversiones II

## MÓDULO 5. El Coste de Capital

- El Coste de Capital I
- El Coste de Capital II

## MÓDULO 6. El Cálculo del Cash Flow

- La Estimación de los Flujos de Caja
- Caso Estimación Cash Flow

## ¿CUÁL ES EL FORMATO DEL CURSO?

- Todo el material estará disponible en el campus virtual desde el inicio del curso. Dispondrás de **tres meses** desde tu matriculación para completar los módulos y los test de autoevaluación. Esto te permitirá hacer el curso a tu ritmo de manera totalmente flexible.
- Cada unidad está formada por diferentes vídeos de gran calidad en los que uno de nuestros profesores explicará los conceptos más relevantes de cada tema.
- También tendrás acceso a todo el contenido académico del curso desarrollado en formato PDF.

Sin exámenes: Al final de cada unidad, tendrás que realizar el test de autoevaluación correspondiente que consta de entre 10-20 preguntas.

