# Principios Finanzas Corporativas Myers 9 Edicion

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este libro es el resultado de un trabajo conjunto del grupo de docentes de la unidad de finanzas del departamento de ciencias contables de la pontificia universidad javeriana su propósito es el de servir como un texto guía para el estudio de las finanzas

desde un enfoque conceptual analítico y práctico de los temas relevantes de la gestión financiera además de ser un aporte a las exigencias de formación esta iniciativa se sustenta en la interdisciplinariedad como un requerimiento fundamental que integra disciplinas como la economía y las finanzas para la formación y el ejercicio del profesional contable en cualquier escenario del ámbito empresarial

las fuentes de financiacion y sus costes decisiones relativas a la estructura de capital y la politica de dividendos las decisiones sobre la estructura de capital la politica de endeudamiento en la practica integracion de las decisiones de inversion y financiacion la politica de dividendos

en esta obra se ha querido adoptar el nuevo esquema de trabajo que obligan los nuevos planes de estudiopara el aprendizaje de la materia de dirección financiera de la empresa a cuyos alumnos va especialmente destinada la obra así en cada capítulo se ha seguido un esquema de desarrollo común en primer lugar explicar los conceptos técnicas y teorías que el alumno precisa manejar para dominar plenamente los conocimientos que se transmiten en segundo lugar aplicar los anteriores a casos prácticos basados en la realidad financiera española e internacional buscando que el alumno desarrolle determinadas competencias cada vez más demandadas por el mercado laboral búsqueda de información especializada presentación de informes manejo e interpretación de información financiera manejo de hojas de cálculo trabajo en equipo capacidad de expresión oral etc por último y como principal rasgo diferenciador plantear actividades a realizar por parte de los alumnos de forma que sean ellos los verdaderos protagonistas de su aprendizaje en estas actividades se propone una metodología de trabajo objetivos perseguidos trabajo individual o en grupo esquema de tareas a realizar tiempo estimado de trabajo y finalidad del mismo pero dejando siempre libertad para que los alumnos introduzcan el resultado de su aprendizaje y demuestren que han alcanzado una visión global integrada y aplicada de los conocimientos revisados a lo largo del capítulo

the book integrates texts prepared by a single author and is based on a variety of fundamental concepts and instruments applied in investment decisions from a diversity of texts the book approaches investment decisions from the perspective of the financial system and economic agents which can be investors and borrowers of funds firms or individuals the wide variety of assets available is one of the reasons why new methods for managing an investment portfolio often emerge thus by opting for a more comprehensive approach it is possible to cover a more comprehensive range of financial assets and investment strategies as this is a compilation of articles the 24 chapters cover topics such as the globalization of markets leverage and working capital in corporate finance asset and liability management and corporate hedging investment decisions and business valuation besides concepts and applications of macro and microeconomics

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