

EMBA 509100
投資策略分析
Investment Strategy Analysis
Fall, 2011

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Course Descriptions

The main objective of this course is to help executives develop capabilities in the standard financial tools for assessing the attractiveness of a proposed capital investment and to give practice using those tools. Another goal is to give opportunity to discuss the complementing of discounted cash flow analysis with financial analysis and to examine issues surrounding capital planning process.

Reference textbooks

1. Text: 財務管理, 洪茂蔚, 雙葉書廊 (2010), ISBN 978-986-6672-58-3
2. In class: You will be held responsible for all reading assignments (even if they are not covered in lecture) and all supplementary materials covered in lecture.

About this Syllabus

This syllabus is our class contract. It clearly states the requirements this class places on both you and me, and I will not change the conditions of this contract during the class. This is done to insure fairness and consistency among all members of this class. By staying in this class, you accept the conditions of this contract and agree not to ask me for exceptions to the syllabus.

Grading Policies

The grading scales will be summarized as follows:

1. Class participation (20%)
2. Group presentations and cases (30%)
3. Assignments (10%)
4. Xiamen University EMBA class attendance (50%)

Tentative course plans of the Class

Tentative course Outline:

The course outline is subject to change. It is the student's responsibility to keep up with any changes I made during the entire period of semester. As a result, the following topics serve as the foundations of this course. The cases will be assigned and discussed during the course. Sometimes, real-world examples will be used to enhance the understanding of the discussions if possible. If time is permitted; I plan to have one invited guest speaker to give a talk in class.

Topics Plan to be Covered

Financial Statement Analysis

Forecasting

Net Present Values and Capital Budgeting

Some Alternative Investment Rules

Valuation

Tentative Schedules of the Class

<u>Date</u>	<u>Topic</u>
November 6	Offshore Business Visiting in Xiamen
November 7	Offshore Study at Xiamen University – Day 1
November 8	Offshore Study at Xiamen University – Day 2
November 20	Review of Lecture Materials Learned at Xiamen University
November 20	Hansson Private Label, Inc.: Evaluating an Investment in Expansion (HBS Brief Case 4021)
November 20	New Heritage Doll Company (HBS Brief Case 4212) Dividend Policy or Merry Christmas
TBD Later	Project or Case Presentations