

EMBA 501300
財務管理
Financial Management
Fall, 2011

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Course Descriptions

The main objective of this fundamental finance course is to help executives develop abilities and also skills in financial analysis and provide a framework for making investment and financing decisions. An emphasis will be placed upon on (1) Financial Statement Analysis, (2) Value and Capital Budgeting, (3) Risk and Return Analysis, (4) Capital Structure and Dividend Decision, and (5) Other related Financial Topics.

Reference textbooks

1. 財務管理—基礎與運用，徐俊明 著，新陸書局, ISBN 978-986-7260-77-2
2. 財務管理，洪茂蔚，雙葉書廊, ISBN 978-986-6672-58-3
3. 一看就懂財務報表，財經專訊, ISBN 978-986-130-132-7
4. 第一次理財精算就上手, ISBN 978-986-788177-9
5. 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 (40%)
3. Assignments (15%)
4. Final Exam & Others (25%)

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. Several 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 two or three invited guest speakers to give a talk in class.

Topics Plan to be Covered

Financial Statement Analysis

Financial Markets and Net Present Value

Net Present Values and Capital Budgeting

Some Alternative Investment Rules

Invited Speaker

Valuation of Bonds and Stocks

Capital Market Theory & Return and Risk Analysis

The Capital Asset Pricing Model

Invited Speaker

Capital Structure – Basic Concepts

Dividend Policy

Case Discussions

Project Presentations

Final Exam

Tentative Schedules of the Class

Tentative course Outline:

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<u>Date</u>	<u>Topic</u>
September 17	Lecture: Financial Statement Analysis (1)
September 24	Lecture: Financial Statement Analysis (2)
October 1	Long-Term Financial Planning and Growth(1); Statements of Cash Flow: Three Example (Case HBS 193103)
October 8	Long-Term Financial Planning and Growth(2); First Investments, Inc.: Analysis of Financial Statements (Case HBS 197010)
October 15	Short-Term Finance and Planning; Dell's Working Capital (Case HBS 201029)
October 22	Invited Speaker
October 29	Class Exercises
November 5	Other Financial Ratio Analysis; Break-Even and Risk Analysis
November 12	Capital Reduction Discussions
November 19	Invited Speaker
November 26	Structured Notes – Case Discussion of Red Fire
December 3	Invited Speaker
December 10	Convertible Bond and American Depository Receipt
December 17	Merger and Acquisitions
December 24	Dividend Policy
December 31	Project Presentations (1)
January 7	Project Presentations (2)
January 14	Off Day – Presidential Election