

**財務管理**  
**Financial Management**  
**Spring, 2015**

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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 such as mergers and acquisitions, Financing Strategies, Portfolio Management, Asset Pricing, and International Finance.

**Reference Books**

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. 財務管理原理，謝劍平著，智勝文化，ISBN 978-957-41-6516-2
3. 財務管理，洪茂蔚，雙葉書廊, ISBN 978-986-6672-58-3
4. 一看就懂財務報表，財經專訊,ISBN 978-986-130-132-7
5. 財務管理，懂這些就夠了！ISBN 978-986-82926-8-0
6. 第一次理財精算就上手，ISBN 978-986-788177-9
7. 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 (50%)
3. Assignments (15%)
4. Others (15%)

### **Tentative course plans of the Class**

#### **Tentative course Outline:**

*The course outline is subject to change. It is all yours' 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***

Capital Market Theory & Return and Risk Analysis

The Capital Asset Pricing Model

#### ***Invited Speaker***

Capital Structure – Basic Concepts

Dividend Policy

Financing Strategies

Mergers and Acquisitions

Case Discussions

Project Presentations

#### ***Final Evaluation***

### **Tentative Schedules of the Class**

| <b><u>Date</u></b> | <b><u>Topic</u></b>   |
|--------------------|---|
| March 11           | Introduction  |
| March 18           | Financial Statement Analysis (1)  |
| March 25           | Financial Statement Analysis (2)  |
| April 1            | Long-Term Financial Planning and Growth (1); Statements of Cash Flow: Three Example (Case HBS 193173) |
| April 8            | Long-Term Financial Planning and Growth (2) & Short-Term Finance and Planning                         |
| April 15           | Investment Analysis   |
| April 22           | Other Financial Ratio Analysis; Break-Even and Risk Analysis  |
| April 29           | Currency Risk Management  |
| May 6              | <b><i>Invited Speaker</i></b> (TBA)   |
| May 13             | Capital Reduction Discussions   |
| May 20             | Convertible Bond and American Depository Receipt  |
| May 27             | <b><i>Invited Speaker</i></b> (Prof. Jerry Yang, 楊屯山教授)   |
| June 3             | Merger and Acquisitions (1)   |
| June 10            | Merger and Acquisitions (2)   |
| June 17            | <b><i>Invited Speaker</i></b> (Prof. Yu-Lieh Huang, 黃裕烈教授)  |
| June 24            | Portfolio Management  |
| July 1             | Case Discussions  |
| July 8             | Project Presentations   |