管院碩士班(含碩專班)課程大綱
MS/MA Program Syllabus

<table>
<tr><td>系所 Department</td><td>International Master's Program in Global Finance</td><td>必選修 compulsory/elective</td><td>選修 Elective</td></tr>
<tr><td>課程名稱
Course title</td><td>公司理財個案研究 Case Studies in Finance</td><td>學分數 Credit(s)</td><td>3</td></tr>
<tr><td>課號
Course Code</td><td>5355706</td><td>全英文授課 English Taught (EMI)</td><td>是(Yes)</td></tr>
<tr><td>學年/學期 academic year/Semester</td><td>114/2
Spring 2026</td><td>上課地點
Classroom</td><td>College of Management 103</td></tr>
<tr><td>講授教師
Instructor</td><td>鄧氏霞妝 Thi-Ha-Trang Dang (Lucy)</td><td>上課時間
Time</td><td>9:10 – 12:00
Tuesday</td></tr>
<tr><td>教師辦公室&諮詢時間
Instructor office & office hour</td><td>College of Management 502
Wednesday 4:00- 5:00 pm</td><td>教師聯絡資訊
Instructor Contact</td><td>Phone: 34318
Email: lucydang@ccu.edu.tw</td></tr>
<tr><td>助教
Teaching Assistant</td><td></td><td>助教 聯絡資訊
TA contact</td><td>Email:</td></tr>
<tr><td>先修課程
Pre-requisite courses</td><td colspan="3">Financial Management, Advanced Financial Management</td></tr>
<tr><td>學習目標
Learning Objective</td><td colspan="3">By the end of this course, students will be able to:

1. Apply key corporate finance concepts such as valuation, cost of capital, capital budgeting, and risk–return trade-offs to analyze real-world business cases.
2. Interpret and analyze financial information and managerial decisions in order to evaluate corporate investment and financing strategies.
3. Compare and evaluate alternative financing choices (e.g., equity issuance, debt policy, IPOs, private equity, and convertibles) and explain their implications for firm value.
4. Formulate and justify financial recommendations based on case evidence and financial reasoning.
5. Communicate financial analysis clearly through written case reports, presentations, and class discussions.
6. Contribute constructively to collaborative problem-solving during case discussions by responding to different viewpoints and supporting arguments with evidence.
7. Reflect on financial decision-making processes and connect insights from case discussions to real-world corporate finance practices.</td></tr>
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<tr><td>課程概述
Course Descriptions</td><td colspan="2">This course adopts a case-based, student-centered learning approach to develop students’ analytical thinking, financial decision-making skills, and professional communication abilities. Rather than relying primarily on lectures, the course is organized around the discussion of real-world corporate finance cases drawn from the textbook Case Studies in Finance.

Students are expected to prepare each case independently before class by reading the case materials, analyzing the financial issues involved, and submitting a short written case report. During class, students present their analyses and lead the case discussion, while the instructor primarily serves as a facilitator who guides the discussion through probing questions and feedback. This format encourages students to examine different perspectives and deepen their reasoning.

Each case discussion focuses on applying financial concepts such as valuation, cost of capital, capital budgeting, financing decisions, and investment analysis to real managerial situations. Students evaluate alternative strategic options, articulate their recommendations, and support their arguments with financial evidence.

The course emphasizes active participation, collaborative learning, and reflective thinking. Students engage in group discussions, case presentations, and peer feedback. In addition, students submit weekly individual reflection papers to consolidate the key financial concepts discussed in class, connect case insights to current financial events, and raise questions for further exploration.

Instead of ending the semester with another case discussion, the final week is devoted to a comprehensive reflection report. In this report, students synthesize the key financial concepts encountered throughout the semester, reflect on the most insightful cases, identify areas for improvement, and relate the lessons from the cases to real-world financial decision-making.

Overall, the course aims to cultivate students’ ability to analyze complex financial problems, communicate their reasoning clearly, and apply financial theory to practical managerial decisions.</td></tr>
<tr><td colspan="3">對應 AOL 職能素養(AOL Competency)</td></tr>
<tr><td colspan="2">職能素養 2(Competency 2)：創新思考 Creative Thinking</td><td>職能素養 3(Competency 3)：問題解決能力 Problem Solving Skills</td></tr>
<tr><td>課程類別
Course Attributes</td><td colspan="2">□人文關懷課程(Humanities Caring) □競賽專題課程(Competition)
■問題導向課程(Problem-solving) ■專題導向課程(Project-based)
□實作課程(Practice-based) □總整課程(Capstone)</td></tr>
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<tr><td>教材編選
Teaching materials</td><td colspan="4">■自製簡報(self-made PPTs) □課程講義(Teaching Notes)
□自編教科書(self-made textbooks) □教學程式(programming)
□自製教學影片(self-made video) □其他(Others)</td></tr>
<tr><td>教學資源
Teaching Resources</td><td colspan="4">□課程網站(Website) □實習網站(Intern Web)
■教材電子檔供下載(Downloadable Files)</td></tr>
<tr><td>教科書/參考書
Textbooks/References</td><td colspan="4">Textbook:
Bruner, R. F., Eades, K. M., and Schill, M. J. (2018). Case Studies in Finance. 8th edition. McGraw Hill.</td></tr>
<tr><td rowspan="6">評量方式(請填百分比)
Assessment</td><td>課堂參與 Participation</td><td>10%</td><td>個案討論 Case study</td><td>40%</td></tr>
<tr><td>作業 Homework</td><td>10%</td><td>專題 Project</td><td>%</td></tr>
<tr><td>小考 Quiz</td><td>%</td><td>其他 1 other ( )</td><td>%</td></tr>
<tr><td>期中考 Midterm</td><td>%</td><td>其他 2 other ( )</td><td>%</td></tr>
<tr><td>期末考 Final</td><td>%</td><td>其他 3 other ( )</td><td>%</td></tr>
<tr><td>報告 Presentation</td><td>40%</td><td>其他 4 other ( )</td><td>%</td></tr>
<tr><td>其他說明
Other description</td><td colspan="4">This course follows a case-based learning format in which students actively analyze and discuss real corporate finance cases. Learning occurs through preparation, discussion, and reflection. Students are expected to read each assigned case before class, analyze the financial issues involved, and come prepared to participate in the discussion.

Assessment in this course emphasizes continuous engagement with the case analysis process. The final grade is calculated using four components: attendance (10%), weekly reflection writing (10%), case study work (40%), and case presentation (40%).

Attendance accounts for 10% of the final grade and is based solely on students' presence in class. Because the course relies on discussion-based learning, regular attendance is essential. More than three absences will result in a failing grade for the course.

Homework accounts for 10% of the final grade and consists of weekly individual reflection papers. After each class, students submit a short reflection summarizing the key financial concepts discussed in class, insights gained from the case analysis, and any questions or connections to real-world financial events. These reflections help students consolidate their learning and develop critical thinking about financial decision-making.

Case study work accounts for 40% of the final grade and consists of two components. The first component is case preparation (50% of the case study grade, equivalent to 20% of the final course grade). Students must read the assigned case</td></tr>
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	before class, answer the case questions, and submit a one-page written case report. The second component is participation in case discussion (50% of the case study grade, equivalent to 20% of the final course grade). Students are evaluated on the quality of their contributions to the discussion, including asking questions, responding to classmates' ideas, and providing analytical insights during the case discussion. Case presentation accounts for 40% of the final grade. Students work in groups to present assigned cases and lead the class discussion. Each presentation includes an executive summary of the case, identification of key financial issues, analysis of alternative decisions, and the group's recommended financial strategy. Presentations are evaluated using both instructor and peer assessments. At the end of the semester, each student needs to submit a final reflection report. In this report, students synthesize the key financial concepts encountered throughout the course, reflect on the most insightful cases, identify areas where managerial decisions could be improved, and connect the lessons from the cases to real-world financial practice. This final reflection encourages students to integrate their learning across the entire semester and deepen their understanding of corporate finance decision-making. Overall, the course emphasizes preparation, analytical reasoning, discussion-based learning, and reflection in order to develop students' ability to evaluate financial decisions in real business contexts.

課程規劃表 Course Schedule*

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	02/24	Course Introduction and Group Formation		
2.	03/03	Valuation	The Method of Valuation	
3.	03/10	Financial Excellence	The Battle of Value: Fed vs. UPS	
4.	03/17	Value Creation	Ben & Jerry's Homemade	
5.	03/24	Cost of Capital	Best Practice in Estimating Cost of Capital	
6.	03/31	Risk vs Return Tradeoffs	Teletech Corp.	
7.	04/07	Holiday, no class		
8.	04/14	Capital Budgeting	Victoria Chemicals Plc (A)	
9.	04/21	Investment Criteria	The Investment Detective	
10.	04/28	IPO	TRX Inc.	
11.	05/05	Early-stage Financing	Purinex Inc.	
12.	05/12	Capital Structure	Debt Policy and Value	
13.	05/19	Optimal Debt Policy	Structuring Corporate Financial Policy California Pizza Kitchen	
14.	05/26	Hedging Currency Risk	Baker Adhesives	
15.	06/02	Convertibles	Mogen Inc.	
16.	06/09	Contingent Payment in M&A	General Mills	
17.	06/16	Final Reflection Report		
18.	06/23	Flexible week		

*The schedule may be adjusted depending on students' learning progress.