

# 管院碩士班(含碩專班)課程大綱

## MS/MA Program Syllabus

系所 Department	International Master's Program in Global Finance		必選修 compulsory/elective	選修 Elective		
課程名稱 Course title	公司理財個案研究 Case Studies in Finance		學分數 Credit(s)	3		
課號 Course Code	5355706		全英文授課 English Taught (EMI)	是(Yes)		
學年/學期 academic year/Semester	114/2 Spring 2026		上課地點 Classroom	College of Management 103		
講授教師 Instructor	鄧氏霞妝 Thi-Ha-Trang Dang (Lucy)		上課時間 Time	9:10 – 12:00 Tuesday		
教師辦公室&諮詢時間 Instructor office & office hour	College of Management 502 Wednesday 4:00- 5:00 pm	教師聯絡資訊 Instructor Contact	Phone: 34318 Email: lucydang@ccu.edu.tw			
助教 Teaching Assistant		助教 聯絡資訊 TA contact	Email:			
先修課程 Pre-requisite courses	Financial Management, Advance Financial Management					
學習目標 Learning Objective	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply financial concepts such as valuation, capital budgeting, and risk-return tradeoffs to real-world business cases.</li> <li>2. Analyze financial statements and investment decisions to assess corporate financial strategies.</li> <li>3. Evaluate financing options, including IPOs, private equity, debt policies, and convertibles, to determine their impact on firm value.</li> <li>4. Understand risk management techniques, including hedging currency risk and structuring corporate financial policies.</li> <li>5. Develop critical thinking and problem-solving skills through case-based discussions and presentations.</li> <li>6. Communicate financial insights effectively through written reports, presentations, and group discussions.</li> <li>7. Engage in active and ethical financial decision-making, considering the implications of financial strategies on businesses and stakeholders.</li> </ol>					
課程概述 Course Descriptions	This course provides an in-depth exploration of key financial concepts through real-world case studies. Students will analyze and discuss critical financial decisions in areas such as valuation, capital structure, investment analysis, risk management,					

	<p>and mergers &amp; acquisitions. Through active participation, group discussions, and case presentations, students will develop analytical and decision-making skills essential for finance professionals. The course emphasizes hands-on learning, requiring students to engage with financial data, evaluate business strategies, and articulate well-supported financial recommendations.</p>						
<b>對應 AOL 職能素養(AOL Competency)</b>							
<b>職能素養 2(Competency 2): 創新思考 Creative Thinking</b>		<b>職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills</b>					
課程類別 Course Attributes	<input type="checkbox"/> 人文關懷課程(Humanities Caring) <input type="checkbox"/> 競賽專題課程(Competition) <input checked="" type="checkbox"/> 問題導向課程(Problem-solving) <input checked="" type="checkbox"/> 專題導向課程(Project-based) <input type="checkbox"/> 實作課程(Practice-based) <input type="checkbox"/> 總整課程(Capstone)						
教材編選 Teaching materials	<input checked="" type="checkbox"/> 自製簡報(self-made PPTs) <input type="checkbox"/> 課程講義(Teaching Notes) <input type="checkbox"/> 自編教科書(self-made textbooks) <input type="checkbox"/> 教學程式(programming) <input type="checkbox"/> 自製教學影片(self-made video) <input type="checkbox"/> 其他(Others)						
教學資源 Teaching Resources	<input type="checkbox"/> 課程網站(Website) <input type="checkbox"/> 實習網站(Intern Web) <input checked="" type="checkbox"/> 教材電子檔供下載(Downloadable Files)						
教科書/參考書 Textbooks/References	Textbook: Bruner, R. F., Eades, K. M., and Schill, M. J. (2018). Case Studies in Finance. 8 <sup>th</sup> edition. McGraw Hill.						
評量方式(請填百分比) Assessment	課堂參與 Participation	10%	個案討論 Case study	40%			
	作業 Homework	10%	專題 Project	%			
	小考 Quiz	%	其他 1 other ( )	%			
	期中考 Midterm	%	其他 2 other ( )	%			
	期末考 Final	%	其他 3 other ( )	%			
	報告 Presentation	40%	其他 4 other ( )	%			
其他說明 Other description	<p>Active participation and discussion are key components of this course. Attendance is recorded in every class.</p> <p>Proxy attendance and signing in on behalf of others are strictly prohibited. Any student caught violating this rule, even once, will fail the course.</p> <p>Phone use during class is restricted to activities directly related to course content. The course includes group-based interactive learning, including case discussions and presentations, as well as a case report over the semester.</p> <p>Students must also submit an individual weekly reflection paper as part of homework after each class.</p>						

## 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	Private Equity Investment	Palamon	
18.	06/23	Flexible week		