

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"> 1. Apply financial concepts such as valuation, capital budgeting, and risk-return tradeoffs to real-world business cases. 2. Analyze financial statements and investment decisions to assess corporate financial strategies. 3. Evaluate financing options, including IPOs, private equity, debt policies, and convertibles, to determine their impact on firm value. 4. Understand risk management techniques, including hedging currency risk and structuring corporate financial policies. 5. Develop critical thinking and problem-solving skills through case-based discussions and presentations. 6. Communicate financial insights effectively through written reports, presentations, and group discussions. 7. Engage in active and ethical financial decision-making, considering the implications of financial strategies on businesses and stakeholders. 		
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,		

	and mergers & 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.			
對應 AOL 職能素養(AOL Competency)				
職能素養 2(Competency 2): 創新思考 Creative Thinking			職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills	
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 th 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	Active participation and discussion are key components of this course. Attendance is recorded in every class. Proxy attendance and signing in on behalf of others are strictly prohibited. Any student caught violating this rule, even once, will fail the course. 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. Students must also submit an individual weekly reflection paper as part of homework after each class.			

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		