

國立中正大學課程大綱

National Chung Cheng University Syllabus

課號 course code	115_1_5205008_01	全英文授課 EMAIL	☐ 是 ☒ 否
課程名稱 (中文) course name (Chinese)	財務管理		
課程名稱 (英文) course name (English)	Financial Management		
學年 academic Year /semester	115-1	上課地點 classroom	待訂
學系 (所) department	企管管理學系 Business Administration	必選修 required/selected	☐ 必修 ☐ 選修
教師 instructor	宋豪漳 Hao-Chang Sung	學分 credit	3
助教 teaching assistant	待訂	助教 email TA email	訂
先修科目或 先備能力 prerequisites	初等會計學、微積分、基礎統計學		
課程概述 course descriptions	1. The course will introduce financial management. The course's main topics are analysis of financial statements, time value, bond valuation, equity valuation, capital budgeting, and capital structure. 2. In this course, students are expected to be able to understand and apply financial quantitative methods. Examples illustrate essential real-world applications of the theory, e.g., financial analysis for listed firms.		
學習目標 learning objectives	1. 從公司(管理者)視角，探索公司面臨的財務問題與相關的分析工具。		
教科書及參考書 textbooks and reference	Textbooks: 1. Cheng Few Lee, John Lee, Michael Lee, 2022, "Corporate Finance and Strategy: An Active Learning Approach," World Scientific Pub Co Inc。 世界科技 World Scientific Publishing Co - Taiwan Office 新加坡商世界科技出版有限公司台灣辦事處 Email: wsptw@wspe.com Tel: (02) 23691366 Fax: (02) 2366 0460		

Add: 台北市中正區羅斯福路四段 162 號 8 樓
http://www.worldscientific.com

(請尊重智慧財產權，不得非法影印教師指定之教科書籍)

教學要點概述				
教材編選 teaching materials		☐ 自編教材 ☒ 教科書作者提供 ☐ 其它		
教學方法 teaching method		☒ 講述 ☒ 小組討論 ☐ 演式法 ☐ 問題導向學習 ☐ 個案研究 ☐ 網路教學 ☐ 實驗法 ☐ 其它		
評量方法 evaluation		☒ 上課點名 10% ☐ 小考 0% ☐ 程式實作 0% ☐ 課堂報告 0% ☐ 專案 0% ☒ 期中考 35% ☐ 期 末 考 0% ☒ 期末報告 40% ☒ 作 業與課堂參與討論 15%		
教學資源 teaching resources		☐ 課程網站 ☐ 教材電子檔供下載 ☐ 實習網站		
與 SDGs 目標的關聯 related to objectives of SDGs		☐ SDG 1 終結貧窮 ☐ SDG 3 健康與福祉 ☐ SDG 5 性別平權 ☐ SDG 7 可負擔的潔淨能源 ☐ SDG 9 工業化、創新及基礎建設 ☐ SDG 11 永續城鄉 ☐ SDG 13 氣候行動 ☐ SDG 15 保育陸域生態 ☐ SDG 17 多元夥伴關係 ☐ SDG 2 消除飢餓 ☐ SDG 4 優質教育 ☐ SDG 6 淨水及衛生 ☒ SDG 8 合適的工作及經濟成長 ☐ SDG 10 減少不平等 ☐ SDG 12 責任消費及生產 ☐ SDG 14 保育海洋生態 ☐ SDG 16 和平、正義及健全制度		
教師 相關訊息 instructor's information		宋豪漳 Hao-Chang Sung Email: hsung@ccu.edu.tw		
週次 week	日期 Date	每週課程內容 weekly scheduled contents	教材章節 Textbook	其他說明 Remark
1	09.09	Introduction and Overview of Financial Management	Lee et al. (2022) Ch.1 (1.4 & 1.5)	

2	09.16	Information and Environment for Financial Management	Lee et al. (2022) Ch.2 (2.4, 2.5, 2.6, 2.8)	
3	09.23	Developing a Long-Term Financial Plan (I)	Lee et al. (2022) Ch.3 (3.2~3.4)	
4	09.30	Developing a Long-Term Financial Plan (II)	Lee et al. (2022) Ch.3 (3.5~3.6)	
5	10.07	Valuation of Bonds and Stocks	Lee et al. (2022) Ch.5 (5.2, 5.3, 5.6)	
6	10.14	Capital Budgeting under Certainty (I)	Lee et al. (2022) Ch.6 (6.2, 6.3, 6.4)	
7	10.21	Capital Budgeting under Certainty (II)	Lee et al. (2022) Ch.6 (6.5, 6.7)	
8	10.28	Risk-Return Trade-off (I)	Lee et al. (2022) Ch.8 (8.2~8.4)	
9	11.04	Risk-Return Trade-off (II)	Lee et al. (2022) Ch.8 (8.5~8.8)	
10	11.11	Midterm-Exam		
11	11.18	Capital Budgeting under Uncertainty (I)	Lee et al. (2022) Ch.9 (9.2, 9.3)	
12	11.25	Capital Budgeting under Uncertainty (II)	Lee et al. (2022) Ch.9 (9.4, 9.6)	
13	12.02	Capital Structure and Valuation (I)	Lee et al. (2022) Ch.11 (11.2~11.4)	
14	12.09	Capital Structure and Valuation (II)	Lee et al. (2022) Ch.11 (11.5~11.6)	
15	12.16	The Dividend Puzzle	Lee et al.	

			(2022) Ch.12 (12.4)	
16	12.23	Final-term oral presentation		
17	12.30	Self-studying		
18	01.06	Self-studying		

核心能力
core competencies

Teaching Approach(es):

講述 Lecture: 60%

課堂討論 Class Discussion: 30%

小組活動 Group Activity: 10%

Classroom Behavior:

The class is interactive, and all questions are strongly encouraged. Your behavior should respect your classmates' desire to learn. Each lecture begins precisely on time. Do not come late. Being late is disruptive no matter how quiet you are. If you have a cell phone or other electronic device, turn off the sound before entering class. Do not engage in side conversations during the lecture, even in a whisper. Repeated occurrences of such disruptions will be reflected in the final grade.

Class Participation/Attendance:

b. Class attendance and participation are important. **Students need to send an email in advance with their excuse for absences.** (In case of an emergency or illness, they are allowed to send me an email after their absence).

Homework Assignments:

There will be 2-3 assignments. Students are required to hand in before the deadline.

Calculators:

It would help if you had a calculator for this class. It is an advantage to have a financial calculator, but it is not a requirement. Standard financial calculators include, for instance, Hewlett Packard 12C and 10B.

Mid-term Exam:

The course has a midterm and. The exams will consist of 3 to 4 essay questions and 2 to 3 analyses and calculation questions, which involve calculation processes with calculators' help. Each exam is based on a 100-point basis. To prepare for these exams, you should:

- a. Review the key issues discussed in the class and the readings.
- b. Look at the suggested problems and the concept checks in the book.

Final-term Exam:

a. Students will form a team (2-3 students) and do an oral presentation for a self-selection case study for firm-level financial management.

i. When presenting, imagine that you are a stock analyst or salesperson; how can you use a simple and naive way to make the audience understand the content of your presentation.

ii. Later, it may not be easy to understand or explain related concepts when introducing technical or theoretical concepts. Then you have to think: If the content is difficult for the presenter to digest and understand, how can you make it easy for the audience to understand? It is a better way to illustrate and clearly explain mathematical symbols or expressions with drawings and figures.

iii. Audiences that raise intuitive questions will gain a bonus.

iv. The lecturer may provide some complements for the presentation.