

# 管院碩士班(含碩專班)課程大綱

## MS/MA Program Syllabus

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| 系所 Department                                    | 國際財管 IMF                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 必選修<br>compulsory/elective    | 必修 Compulsory                                 |
| 課程名稱<br>Course title                             | 財務管理 Financial Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 學分數 Credit(s)                 | 3                                             |
| 課號<br>Course Code                                | 5355705                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 全英文授課 English<br>Taught (EMI) | 是(Yes)                                        |
| 學年/學期 academic<br>year/Semester                  | 115/1<br>Spring 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 上課地點<br>Classroom             | College of<br>Management 103                  |
| 講授教師<br>Instructor                               | 鄧氏霞妝 Thi-Ha-Trang Dang<br>(Lucy)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 上課時間<br>Time                  | 9:10–12:00 Tuesday                            |
| 教師辦公室&諮詢時間<br>Instructor office & office<br>hour | College of Management<br>502<br>Monday 16:10 - 17:00 pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 教師聯絡資訊<br>Instructor Contact  | Phone: 34318<br>Email:<br>lucydang@ccu.edu.tw |
| 助教<br>Teaching Assistant                         | Shazia Abbas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 助教 聯絡資訊<br>TA contact         | Email:<br>shaziabbas072@gmail.com             |
| 先修課程<br>Prerequisite courses                     | Students are encouraged to have taken an accounting course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |                                               |
| 學習目標<br>Learning Objective                       | This course equips students with the conceptual understanding and analytical skills needed to make and evaluate financial management decisions in practice. Students will gain a solid grounding in core financial management principles, from financial statement and ratio analysis to time value of money, capital budgeting, bond and stock valuation, risk–return relationships, cost of capital, capital structure, and dividend policy. In addition, they will learn to articulate the reasoning behind financial decisions clearly and rigorously — identifying assumptions, explaining the logic behind formulas and models, and justifying recommendations under different scenarios, rather than simply computing answers. The course emphasizes both conceptual understanding and practical application, enabling students to analyze real company data, evaluate investment and financing decisions, and communicate financial reasoning effectively in an English-medium learning environment. |                               |                                               |
| 課程概述<br>Course Descriptions                      | This course introduces graduate students to the fundamentals of financial management and applied corporate finance decision-making. It begins with corporate finance foundations and financial statement and ratio analysis, then progresses through time value of money, discounted cash flow valuation, capital budgeting, and bond and stock valuation, before advancing to risk and return, the cost of capital, capital structure, and dividend policy. Each topic begins with a student-led chapter presentation, followed by instructor-led reinforcement activities                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |                                               |

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|                                                     |                                                                                                                                                                                                                                                                                                             | such as problem-solving demonstrations and scenario comparisons. To support this process, the course provides students with access to a dedicated AI-based learning tool, which they may use to clarify concepts, test their understanding, and refine their reasoning before and after each class to strengthen preparation and build confidence for presentations and in-class discussion.                                                                         |                                                    |     |  |
|                                                     |                                                                                                                                                                                                                                                                                                             | Light in-class gamification (e.g., short quizzes, quick polls, and mini-competitions) is used throughout the semester to reinforce computational fluency and keep repeated practice engaging rather than repetitive. From time to time, class may also conclude with a brief student mini-presentation connecting course concepts to current financial news or real-world applications, broadening participation and reinforcing the material's practical relevance. |                                                    |     |  |
|                                                     |                                                                                                                                                                                                                                                                                                             | Learning activities include lectures during the introductory weeks, chapter presentations, in-class gamified activities, AI-based class preparation, quizzes, a midterm exam, and a final project in which students apply the course's analytical tools to a real, publicly listed company. To support student learning, the instructor may adjust the pace and content as needed.                                                                                   |                                                    |     |  |
| 對應 AOL 職能素養(AOL Competency)                         |                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |     |  |
| 職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills |                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 職能素養 1(Competency 1): 成本效益分析 Cost-Benefit Analysis |     |  |
| 課程類別<br>Course Attributes                           | <input type="checkbox"/> 人文關懷課程(Humanities Caring) <input type="checkbox"/> 競賽專題課程(Competition)<br><input checked="" type="checkbox"/> 問題導向課程(Problem-solving) <input type="checkbox"/> 專題導向課程(Project-based)<br><input type="checkbox"/> 實作課程(Practice-based) <input type="checkbox"/> 總整課程(Capstone)      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |     |  |
| 教材編選<br>Teaching materials                          | <input checked="" type="checkbox"/> 自製簡報(self-made PPTs) <input checked="" type="checkbox"/> 課程講義(Teaching Notes)<br><input type="checkbox"/> 自編教科書(self-made textbooks) <input type="checkbox"/> 教學程式(programming)<br><input type="checkbox"/> 自製教學影片(self-made video) <input type="checkbox"/> 其他(Others) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |     |  |
| 教學資源<br>Teaching Resources                          | <input checked="" type="checkbox"/> 課程網站(Website) <input type="checkbox"/> 實習網站 (Intern Web)<br><input checked="" type="checkbox"/> 教材電子檔供下載 (Downloadable Files)                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |     |  |
| 教科書/參考書<br>Textbooks/References                     | Ross, S. A., Westerfield, R. W., Jaffe, J. F., and Jordan, B. D. (2022). Corporate Finance. 13 <sup>th</sup> edition. McGraw Hill.                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                    |     |  |
| 評量方式(請填百分比)<br>Assessment                           | 課堂參與<br>Participation                                                                                                                                                                                                                                                                                       | 15%                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 個案討論 Case study                                    | %   |  |
|                                                     | 作業 Homework                                                                                                                                                                                                                                                                                                 | 10%                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 專題 Project                                         | 20% |  |
|                                                     | 小考 Quiz                                                                                                                                                                                                                                                                                                     | 15%                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 其他 1 other (            )                          | %   |  |
|                                                     | 期中考 Midterm                                                                                                                                                                                                                                                                                                 | 15%                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 其他 2 other (            )                          | %   |  |
|                                                     | 期末考 Final                                                                                                                                                                                                                                                                                                   | %                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 其他 3 other (            )                          | %   |  |
|                                                     | 報告<br>Presentation                                                                                                                                                                                                                                                                                          | 25%                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 其他 4 other (            )                          | %   |  |

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| <p>其他說明</p> <p>Other description</p> | <p><b>Participation (15%)</b></p> <p>The participation score includes attendance (30%) and class participation (70%).</p> <ul style="list-style-type: none"> <li>Attendance is recorded each week. Arriving late or leaving early will count as 0.8 of a full attendance point for that session, rather than a full point. One absence is permitted without penalty. For additional absences, you receive 50% credit if you provide prior notice; otherwise, the session counts as zero. Per university regulations, students absent for more than one-third of all classes may fail unless they provide valid documentation of extraordinary circumstances. Proxy attendance is strictly prohibited and will result in course failure.</li> <li>Active participation is essential for this course. Students are expected to actively engage in class discussions, in-class problem-solving exercises, and presentation Q&amp;A by answering questions, contributing analysis, and asking thoughtful questions. Each instance of engagement will be observed and counted toward the participation grade. To support strong engagement, phone use during class is allowed only for course-related activities.</li> </ul> <p><b>Homework (10%)</b></p> <ul style="list-style-type: none"> <li>Homework includes a reflection paper and exercises (problem sets and mini-cases) that will be assigned alongside major topics covered in class. Homework is collected and graded primarily on completion, effort, and accuracy. Working through it consistently is strongly recommended to stay on pace with the course material and to be adequately prepared for quizzes, presentations, and exams. Late homework submissions will receive a 15% deduction.</li> </ul> <p><b>Quiz (15%)</b></p> <ul style="list-style-type: none"> <li>Five short quizzes will be administered at scheduled points throughout the semester, covering both previously taught material and assigned preparation for upcoming chapters. Quizzes are closed-book; you cannot use the textbook, internet access, or AI tools during a quiz, but you may use one A4 sheet of paper as a cheat sheet. No make-up quizzes will be provided unless supported by an officially documented emergency; since no make-up session is offered, missing a quiz for any other reason (including personal absence) will result in a score of zero for that quiz. Students should plan their personal schedules in advance to avoid conflicts with quiz dates.</li> </ul> <p><b>Midterm (15%)</b></p> |
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- The midterm exam is an open-book, no-internet, no-AI-tool written test. It evaluates students' conceptual understanding of core Financial Management principles covered in the first half of the semester and their ability to interpret formulas, apply valuation and decision-making tools (e.g., time value of money, NPV/IRR, capital budgeting), and justify their reasoning. The exam emphasizes reasoning and clear explanation over memorization. No make-up exam will be offered unless you provide documented evidence of extraordinary circumstances. Students must attend the midterm on the scheduled date. If granted, a make-up exam may be more difficult and in a different format.

#### **Presentation (25%)**

- Students will be organized into groups for a series of student-led chapter presentations distributed across the semester. Each group presents multiple times to ensure an even distribution of presentation opportunities; the exact number of groups and rotation will be announced once enrollment is finalized.
- Each presentation is evaluated on conceptual clarity, accuracy in explaining the underlying financial logic, ability to justify assumptions, and engagement with audience questions.
- The presentation grade combines the instructor's assessment (60%) and classmates' evaluation of the presenting group (40%). Each member's contribution to the group's preparation is factored in through a within-group peer evaluation collected at the end of the semester; students who do not contribute meaningfully to the group's preparation may receive a reduced individual score (reduced by up to 20% of the presentation total score) even if the group's overall presentation performs well.

#### **Final Project (20%)**

- Students will complete one semester-long Comprehensive Financial Analysis Project, applying the valuation and decision-making tools covered throughout the course to a real, publicly listed company. Depending on class size, students may complete the project individually or in small groups.
- The project requires students to gather the company's financial statements, annual reports, and relevant market data, and to conduct an integrated analysis covering: financial statement and ratio analysis; valuation of a hypothetical investment project (e.g., NPV/IRR); estimation of the cost of capital (CAPM/WACC); and an assessment of the company's capital structure and dividend policy, culminating in an overall financial

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|  | <p>recommendation. As with the chapter presentations, each member's contribution to group preparation is factored in through within-group peer evaluation.</p> <ul style="list-style-type: none"> <li>• Its evaluation includes a written report and an oral presentation. Students are expected to begin early and make steady progress throughout the semester; projects rushed near the end typically do not meet academic expectations. Students are encouraged to seek guidance and ask questions before Week 14.</li> <li>• A 15-minute in-class presentation for the project will be held in Week 16 (12/22), followed by a Q&amp;A session. Slides must be well-organized, visually clear, and submitted via eCourse2 by 11:59 p.m. on <b>December 19, 2026</b>, in PDF or PowerPoint format with the following file name: Project Presentation_Group Number_Student's Names (e.g., Project Presentation_Group 1_John and May). The student's name and ID number must also appear on the first page of the document. Late submissions will receive a 15% deduction. No make-up presentation will be provided.</li> <li>• In addition to the presentation, students must submit a written report, due by 11:59 p.m. on December 29, 2027. Late submissions incur a 15% penalty. The written report must include Company Overview, Financial Statement Analysis, Valuation and Investment Analysis, Cost of Capital Estimation, Capital Structure and Dividend Policy Assessment, and Recommendation sections. A References section is also required, listing all data sources used (e.g., annual reports, financial databases) plus at least five supporting sources (analyst reports or academic literature on valuation methodology). Submissions must be in PDF format and submitted via eCourse2, named as follows: Project Presentation_Group Number_Student's Names (e.g., Project Presentation_Group 1_John and May). A portion of the grade will be assigned for formatting, sourcing, submission compliance, and clarity of writing.</li> </ul> |
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## 課程規劃表 Course Schedule

| 週次<br>week | 日期<br>Date | 內容<br>Description                                     | 教材章節<br>Textbook | 其他說明<br>Remark                         |
|------------|------------|-------------------------------------------------------|------------------|----------------------------------------|
| 1.         | 09/8       | Course Introduction; Overview of Corporate Finance    |                  |                                        |
| 2.         | 09/15      | Financial Statements and Ratios 1                     | Ch. 2            | Group formation                        |
| 3.         | 09/25      | Financial Statements and Ratios 2                     | Ch. 3            | Quiz 1                                 |
| 4.         | 09/29      | Discounted Cash Flow Valuation<br>Time Value of Money | Ch. 4            | Chapter presentation; Mini game        |
| 5.         | 10/06      | NPV and Other Investment Rules                        | Ch. 5            | Chapter presentation; Quiz 2           |
| 6.         | 10/13      | Making Capital Investment<br>Decisions                | Ch. 6            | Chapter presentation; Mini game        |
| 7.         | 10/21      | Interest Rate and Bond Valuation                      | Ch. 8            | Chapter presentation; Quiz 3           |
| 8.         | 10/27      | Stock Valuation                                       | Ch 9             | Chapter presentation; Mini game        |
| 9.         | 11/03      | <b>Midterm Exam</b>                                   |                  | <b>Cover content from weeks 2 to 8</b> |
| 10.        | 11/10      | Risk and Return                                       | Ch. 10           | Chapter presentation                   |
| 11.        | 11/17      | Capital Asset Pricing Model                           | Ch. 11           | Chapter presentation; Mini game        |
| 12.        | 11/24      | Cost of Capital                                       | Ch. 13           | Chapter presentation; Quiz 4           |
| 13.        | 12/01      | Leverage Decisions                                    | Ch. 16           | Chapter presentation; Mini game        |
| 14.        | 12/08      | Dividend Policy                                       | Ch. 19           | Chapter presentation; Mini game        |
| 15.        | 12/15      | Course Review                                         |                  | Quiz 5; Mini competition               |
| 16.        | 12/22      | Final Project Presentation                            |                  |                                        |
| 17.        | 12/29      | Final Project Submission                              |                  | Due by 11:59 p.m.                      |
| 18.        | 01/05      | Flexible study week                                   |                  |                                        |