

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

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|---|---|------------|---|
| Course Title  | FINANCIAL MANAGEMENT  | Instructor | JOUNG-YOL LIN   |
| Course Class  | TQTXB2B<br>DEPARTMENT OF INTERNATIONAL TOURISM<br>MANAGEMENT (ENGLISH-TAUGHT PROGRAM),<br>2B  | Details    | <ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul> |
| Departmental Aim of Education   |   |            |   |
| To develop talented managers with international competitive advantage in the tourism industry.  |   |            |   |
| Departmental core competences   |   |            |   |
| <ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul> |   |            |   |
| Course Introduction   | <ul style="list-style-type: none"> <li>1. cases feature real-world events to introduce the concepts of corporate finance</li> <li>2. numbered examples provide detailed applications and illustration of the financial management in step-by-step format</li> <li>3. finance matters boxes explore recent real-world issues and build upon the financial concept</li> <li>4. cases focus on common company situations that embody important corporate finance topics</li> <li>5. questions and problems help to reinforce critical thinking skills and intuitive understanding</li> </ul> |            |   |
|   |   |            |   |

**The Relevance among Teaching Objectives, Objective Levels and Departmental core competences**

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

| No. | Teaching Objectives   | Relevance        |                               |
|-----|---|------------------|-------------------------------|
|     |   | Objective Levels | Departmental core competences |
| 1   | understsndng the basic financial management concept, analytical skill, problems solving, and practical applications including the financial products assessment and valuation, capital bugeting, multinational financial management, finaniacI statements analysis. | C4               | D                             |

**Teaching Objectives, Teaching Methods and Assessment**

| No. | Teaching Objectives   | Teaching Methods                     | Assessment            |
|-----|---|--------------------------------------|-----------------------|
| 1   | understsndng the basic financial management concept, analytical skill, problems solving, and practical applications including the financial products assessment and valuation, capital bugeting, multinational financial management, finaniacI statements analysis. | Lecture, Discussion, Problem solving | Report, Participation |
|     |   |                                      |                       |

This course has been designed to cultivate the following essential qualities in TKU students

| Essential Qualities of TKU Students         | Description   |
|---|---|
| ◆ A global perspective                      | Helping students develop a broader perspective from which to understand international affairs and global development.                                   |
| ◆ Information literacy                      | Becoming adept at using information technology and learning the proper way to process information.  |
| ◆ A vision for the future                   | Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.          |
| ◆ Moral integrity                           | Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems. |
| ◆ Independent thinking                      | Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.                                |
| ◇ A cheerful attitude and healthy lifestyle | Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.                      |
| ◆ A spirit of teamwork and dedication       | Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.                         |
| ◇ A sense of aesthetic appreciation         | Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.         |

#### Course Schedule

| Week | Date                     | Subject/Topics  | Note |
|------|--------------------------|---|------|
| 1    | 106/02/13 ~<br>106/02/19 | chapter 1 introduction to corporate finance, chapter 2 financial statements and cash flow |      |
| 2    | 106/02/20 ~<br>106/02/26 | chapter 3 financial statements analysis and financial models                              |      |
| 3    | 106/02/27 ~<br>106/03/05 | chapter 4 discounted cash flow valuation, chapter 5 interest rates and bond valuation     |      |
| 4    | 106/03/06 ~<br>106/03/12 | chapter 6 stock valuation   |      |
| 5    | 106/03/13 ~<br>106/03/19 | chapter 7 net present value and other investment rules                                    |      |
| 6    | 106/03/20 ~<br>106/03/26 | chapter 8 making capital investment decision  |      |
| 7    | 106/03/27 ~<br>106/04/02 | chapter 9 risk analysis, real options, and capital budgeting                              |      |
| 8    | 106/04/03 ~<br>106/04/09 | chapter 10 risk and return: lessons from market history                                   |      |
| 9    | 106/04/10 ~<br>106/04/16 | chapter 11 return and risk, the capital asset pricing model (CAPM)                        |      |
| 10   | 106/04/17 ~<br>106/04/23 | Midterm Exam Week   |      |

|                         |  |  |  |
|-------------------------|--|--|--|
| 11                      | 106/04/24 ~<br>106/04/30   | chapter 12 risk, cost of capital, and valuation                                      |  |
| 12                      | 106/05/01 ~<br>106/05/07   | chapter 13 efficient capital markets and behavioral challenges                       |  |
| 13                      | 106/05/08 ~<br>106/05/14   | chapter 14 capital structure: basic concepts   |  |
| 14                      | 106/05/15 ~<br>106/05/21   | chapter 15 capital structure: limits to the use of debt                              |  |
| 15                      | 106/05/22 ~<br>106/05/28   | chapter 16 dividends and other payouts   |  |
| 16                      | 106/05/29 ~<br>106/06/04   | chapter 17 options and corporate finance, chapter 18 short-term finance and planning |  |
| 17                      | 106/06/05 ~<br>106/06/11   | chapter 19 raising capital, chapter 20 international corporate finance               |  |
| 18                      | 106/06/12 ~<br>106/06/18   | Final Exam Week  |  |
| Requirement             | attending class on time. no cellphone in class and examination.  |  |  |
| Teaching Facility       | Computer, Projector  |  |  |
| Textbook(s)             | CORPORATE FINANCE core principles and applications, Stephen A. Ross, Randolph W. Westerfield, ASIA global edition, Mc Graw Hill education  |  |  |
| Reference(s)            |  |  |  |
| Number of Assignment(s) | (Filled in by assignment instructor only)  |  |  |
| Grading Policy          | <p>◆ Attendance : 20.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other (home work) : 10.0 %</p>   |  |  |
| Note                    | <p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p> |  |  |