

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	INDUSTRY ANALYSIS	Instructor	HSIEH MING-JUI
Course Class	TLWXB3A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Learning and instanding international financial theory. II. Learn to plan the future. III. Enhance the ability of practical analysis. IV. Increase the team research ability. V. Master the international financial pulsation. VI. Cultivate morality and global civilization. 			
Departmental core competences			
<ul style="list-style-type: none"> A. The student to have a basic knowledge of international financial management theory and practice. B. To have a good grounding of relevant financial laws. C. To understand the basic moral principles within the international financial industry. D. To have a global perspective of the subject and a basic command of foreign language abilities. E. To obtain international professional qualifications that will aid their future career. F. To obtain a basic ability to examine domestic and global financial situations. 			
Course Introduction	<p>The course aims to facilitate learners on the interpretation and application of financial analysis, in particular, Financial statements. It also introduces core concepts in financial investments and discusses how choices and decisions in investments can be informed by financial analysis.</p>		

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	1 Provide a broad understanding of financial analysis and how it informs choices and decisions in investments	C4	ACF
2	2 Introduce the interpretation and application of financial statements	C1	ACF
3	3 Introduce core elements of financial investment and their applications	C2	ACF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1 Provide a broad understanding of financial analysis and how it informs choices and decisions in investments	team work	Report, Participation
2	2 Introduce the interpretation and application of financial statements	team work	Report, Participation
3	3 Introduce core elements of financial investment and their applications	teaching	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	108/02/18 ~ 108/02/24	Introduction	
2	108/02/25 ~ 108/03/03	Contents of Course	
3	108/03/04 ~ 108/03/10	Financial Statement	
4	108/03/11 ~ 108/03/17	Strategy Analysis	
5	108/03/18 ~ 108/03/24	Strategy Analysis	
6	108/03/25 ~ 108/03/31	Accounting Analysis	
7	108/04/01 ~ 108/04/07	Accounting Analysis	
8	108/04/08 ~ 108/04/14	Financial Analysis	
9	108/04/15 ~ 108/04/21	Seminar	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Seminar (Financial Analysis)	
12	108/05/06 ~ 108/05/12	Concept of Investment (Prospective Analysis)	

13	108/05/13 ~ 108/05/19	Essentials of Investment	
14	108/05/20 ~ 108/05/26	Returns and Risk	
15	108/05/27 ~ 108/06/02	Investment Triangle	
16	108/06/03 ~ 108/06/09	Investment and Speculation	
17	108/06/10 ~ 108/06/16	Cost-Volume-Profit Analysis	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement			
Teaching Facility	Computer		
Textbook(s)	Krishna G. Palepu · Paul M. Healy · Erik Peek(2016), Business Analysis And Valuation. IFRS Edition. fourth edition		
Reference(s)	Zvi Bodie Alex Kane Alan J Marcus(2016), Essential of Investment, Tenth Edition.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 34.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 33.0 % ◆ Final Exam : 33.0 % ◆ Other () : %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		