

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	INVESTMENT BANKING	Instructor	CHEUNG-SUM LU
Course Class	TLWXB3A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<ul style="list-style-type: none"> <li>I . Learning and instanding international financial theory.</li> <li>II. Learn to plan the future.</li> <li>III. Enhance the ability of practical analysis.</li> <li>IV. Increase the team research ability.</li> <li>V . Master the international financial pulsation.</li> <li>VI. Cultivate morality and global civilization.</li> </ul>			
Subject Departmental core competences			
<ul style="list-style-type: none"> <li>A. The student to have a basic knowledge of international financial management theory and practice.(ratio:60.00)</li> <li>B. To have a good grounding of relevant financial laws.(ratio:30.00)</li> <li>D. To have a global perspective of the subject and a basic command of foreign language abilities.(ratio:10.00)</li> </ul>			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> <li>1. A global perspective. (ratio:10.00)</li> <li>2. Information literacy. (ratio:10.00)</li> <li>3. A vision for the future. (ratio:10.00)</li> <li>5. Independent thinking. (ratio:60.00)</li> <li>8. A sense of aesthetic appreciation. (ratio:10.00)</li> </ul>			

Course Introduction	This course provides an overview of the business and the operation of investment banking.
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**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	An overview of the development of investment banks, the differences between investment banking and commercial banking, and the various investment banking business.	Cognitive
2	In-depth discussion of key investment banking business, including underwriting, private placement, venture capital, and M&A.	Affective
3	A review of the discounted cash flow model and an introduction to an alternative approach - the valuation of new enterprises.	Psychomotor

**The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment**

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	12358	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABD	12358	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

3	ABD	12358	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	108/09/09 ~ 108/09/15	Introduction to Investment Banking, 9/9		
2	108/09/16 ~ 108/09/22	Introduction to Investment Banking, 9/16		9/16 Last day to turn in Group Member List
3	108/09/23 ~ 108/09/29	Underwriting, 9/23		
4	108/09/30 ~ 108/10/06	Underwriting, 9/30		
5	108/10/07 ~ 108/10/13	Underwriting, 10/7		
6	108/10/14 ~ 108/10/20	Underwriting, 10/14		
7	108/10/21 ~ 108/10/27	Private Placement, 10/21		
8	108/10/28 ~ 108/11/03	Private Placement, 10/28		
9	108/11/04 ~ 108/11/10	Review and Q&A, 11/4		
10	108/11/11 ~ 108/11/17	Midterm Exam Week		
11	108/11/18 ~ 108/11/24	Venture Capital, 11/18		
12	108/11/25 ~ 108/12/01	Venture Capital, 11/25		
13	108/12/02 ~ 108/12/08	Valuation, 12/2		
14	108/12/09 ~ 108/12/15	Valuation, 12/9		
15	108/12/16 ~ 108/12/22	M&A, 12/16		
16	108/12/23 ~ 108/12/29	M&A, 12/23		
17	108/12/30 ~ 109/01/05	Review and Q&A, 12/30		
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)		
Requirement		Please refer to the Extended Syllabus on the class website.		

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	
References	The Business of Investment Banking, A comprehensive overview - K. Thomas Liaw (Wiley, 3rd edition). Investment Banking, In Greater China - Joseph C.P. Shieh (BestWise, 1st Edition).
Number of Assignment(s)	1 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 40.0 % ◆ Final Exam : 40.0 % ◆ Other 〈Report〉 : 10.0 %
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>