

## Tamkang University Academic Year 109, 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>
Departmental Aim of Education			
<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.
------------------------	---

**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	109/09/14 ~ 109/09/20	Introduction to Investment Banking, 9/17	
2	109/09/21 ~ 109/09/27	Introduction to Investment Banking, 9/24	9/24 Last day to turn in Group Member List
3	109/09/28 ~ 109/10/04	Underwriting, 10/1	
4	109/10/05 ~ 109/10/11	Underwriting, 10/8	
5	109/10/12 ~ 109/10/18	Underwriting, 10/15	
6	109/10/19 ~ 109/10/25	Underwriting, 10/22	
7	109/10/26 ~ 109/11/01	Private Placement, 10/29	
8	109/11/02 ~ 109/11/08	Private Placement, 11/5	
9	109/11/09 ~ 109/11/15	Review and Q&A, 11/12	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Venture Capital, 11/26	
12	109/11/30 ~ 109/12/06	Venture Capital, 12/3	
13	109/12/07 ~ 109/12/13	Valuation, 12/10	
14	109/12/14 ~ 109/12/20	Valuation, 12/17	
15	109/12/21 ~ 109/12/27	M&A, 12/24	
16	109/12/28 ~ 110/01/03	M&A, 12/31	
17	110/01/04 ~ 110/01/10	Review and Q&A, 1/7	
18	110/01/11 ~ 110/01/17	Final Exam Week	

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>