

Tamkang University Academic Year 110, 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"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth		
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. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. The student to have a basic knowledge of international financial management theory and practice.(ratio:60.00) B. To have a good grounding of relevant financial laws.(ratio:30.00) D. To have a global perspective of the subject and a basic command of foreign language abilities.(ratio:10.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 5. Independent thinking. (ratio:60.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

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	A	12	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	B	35	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

3	D	8	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introduction to Investment Banking, 9/24	
2	110/09/29 ~ 110/10/05	Introduction to Investment Banking, 10/1	10/1 Last day to turn in Group Member List
3	110/10/06 ~ 110/10/12	Underwriting, 10/8	
4	110/10/13 ~ 110/10/19	Underwriting, 10/15	
5	110/10/20 ~ 110/10/26	Underwriting, 10/22	
6	110/10/27 ~ 110/11/02	Private Placement, 10/29	
7	110/11/03 ~ 110/11/09	Private Placement, 11/5	
8	110/11/10 ~ 110/11/16	Review and Q/A, 11/12	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Venture Capital 11/26	
11	110/12/01 ~ 110/12/07	Venture Capital, 12/3	
12	110/12/08 ~ 110/12/14	Valuation, 12/10	
13	110/12/15 ~ 110/12/21	Valuation, 12/17	
14	110/12/22 ~ 110/12/28	M&A, 12/24	
15	110/12/29 ~ 111/01/04	New Year Eve, NO CLASS!	
16	111/01/05 ~ 111/01/11	Review and Q&A, 1/7	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25	Alternative learning period	

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 : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Report〉 : 20.0 %
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.