

## Tamkang University Academic Year 111, 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>
Relevance to SDGs	SDG8 Decent work and economic growth		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. The student to have a basic knowledge of international financial management theory and practice.(ratio:35.00)</li> <li>B. To have a good grounding of relevant financial laws.(ratio:30.00)</li> <li>C. To understand the basic moral principles within the international financial industry. (ratio:15.00)</li> <li>D. To have a global perspective of the subject and a basic command of foreign language abilities.(ratio:10.00)</li> <li>E. To obtain international professional qualifications that will aid their future career.(ratio:5.00)</li> <li>F. To obtain a basic ability to examine domestic and global financial situations.(ratio:5.00)</li> </ul>			
<b>Subject Schoolwide essential virtues</b>			
<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:15.00)</li> <li>4. Moral integrity. (ratio:10.00)</li> </ul>			

- 5. Independent thinking. (ratio:30.00)
- 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)
- 7. A spirit of teamwork and dedication. (ratio:10.00)
- 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.

**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	ABCDEF	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

2	ABCDEF	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABCDEF	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

### Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction to Investment Banking, 9/5	
2	111/09/12 ~ 111/09/18	Introduction to Investment Banking, 9/12	9/12 Last day to turn in Group Member List
3	111/09/19 ~ 111/09/25	Underwriting, 9/19	
4	111/09/26 ~ 111/10/02	Underwriting, 9/26	
5	111/10/03 ~ 111/10/09	Underwriting, 10/3	
6	111/10/10 ~ 111/10/16	Double Tenth Day, Natioanl Holiday, 10/10	
7	111/10/17 ~ 111/10/23	Private Placement, 10/17	
8	111/10/24 ~ 111/10/30	Private Placement, 10/24	
9	111/10/31 ~ 111/11/06	Review and Q/A, 10/31	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Venture Capital, 11/14	
12	111/11/21 ~ 111/11/27	Venture Capital, 11/21	
13	111/11/28 ~ 111/12/04	Valuation, 11/28	
14	111/12/05 ~ 111/12/11	Valuation, 12/5	
15	111/12/12 ~ 111/12/18	Valuation, 12/12	
16	111/12/19 ~ 111/12/25	Valuation, 12/19	
17	111/12/26 ~ 112/01/01	Review and Q/A, 12/26	
18	112/01/02 ~ 112/01/08	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 : 35.0 % ◆ Final Exam : 35.0 % ◆ Other 〈Report〉 : 20.0 %
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>