

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	FINANCIAL MANAGEMENT	Instructor	CHIEN-MU YEH
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education		
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			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:15.00) B. Ability to communicate in English.(ratio:15.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	This course covers the fundamental concepts of financial management, including financial statement analysis, time value of money, interest rates, risk, return, and investment decision-making. By the end of the course, students will develop the skills necessary to effectively manage the finances of both firms and individuals.			
<p align="center">The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	The objective is to help students manage finances from both individual and corporate perspectives.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Course introduction		
2	114/09/22 ~ 114/09/28	Financial statement, taxes and cash flow		
3	114/09/29 ~ 114/10/05	Financial statement, taxes and cash flow		
4	114/10/06 ~ 114/10/12	Working with financial statements		

5	114/10/13 ~ 114/10/19	Working with financial statements	
6	114/10/20 ~ 114/10/26	Introduction to valuation	
7	114/10/27 ~ 114/11/02	Introduction to valuation	
8	114/11/03 ~ 114/11/09	Discounted cash flow valuation	
9	114/11/10 ~ 114/11/16	Midterm Exam Week	
10	114/11/17 ~ 114/11/23	Discounted cash flow valuation	
11	114/11/24 ~ 114/11/30	Interest rates and bond valuation	
12	114/12/01 ~ 114/12/07	Interest rates and bond valuation	
13	114/12/08 ~ 114/12/14	Equity markets and stock valuation	
14	114/12/15 ~ 114/12/21	Equity markets and stock valuation	
15	114/12/22 ~ 114/12/28	Net present value and other investment criteria	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments/Final Exam	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking	
Requirement			

Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks</p> <p>Name of teaching materials:</p> <p>Ross, S. A., Westerfield, R. W. & Jordan, B. D. (2020). Essentials of Corporate Finance (10th edition). N.Y.: McGraw-Hill Education.</p> <p>Using teaching materials from other writers:Textbooks</p>
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 15.0 %</p> <p>◆ Other 〈Assignments, Quizzes〉 : 70.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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.</p> <p>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>