

Case Study of Financial Management (Fin 5001)

Spring 2022

Tuesday Morning 234

Please note: the syllabus may be adjusted as the course proceeds.

IMPORTANT MESSAGE TO POTENTIAL STUDENTS

If you are interested in taking this course, please email me your CV and transcript before Feb. 7th, 2022. “Investment” and “Financial Management” are prerequisites; please provide proof if they are not shown in your transcript. Those who are selected to join this course will receive my email by Feb. 11th, 2022. Please do not send me emails if you are first-year and second-year undergraduate students.

Course Instructor

Keng-Yu Ho (College of Management Building 2, Room 510; kengyuho@ntu.edu.tw)

Office Hour Please make appointments with the instructor.

Course Website <https://cool.ntu.edu.tw/courses/12155>

Course Description

The aim of this course is to lead students applying the theories and practices of finance to the real world via case studies. Students must possess fundamental knowledge in investment and financial management before taking this course. The topics covered in this course include cost of capital, capital budgeting, firm valuation, capital structure, payout policy, and equity issuance. For each topic, a lecture based on the textbook is given, followed by a case (or two).

Class Discipline and Course Assessment

Use of mobile devices is not allowed during the class. Since logical thinking and problem solving are the two major goals of this course, students are required to actively participate in group presentation and class discussion. Students are formed into 6 groups, each with 5 members.

- Short Reports for Assigned Cases (50%)

Students are required to submit short reports in groups for all cases in the beginning of the class for the case study weeks. The short report is limited to 3 pages (excluding the cover page), but there is no page restriction for the appendix.

- Group Presentations (25%)

For the first 6 cases, 2 groups are required to present with slides for each case. Therefore, each group is involved in the presentation twice (one in the first half and one in the second half of the semester). For the last case (Alibaba IPO), the presentation groups are decided in the beginning of the class on May 31st, 2022, which means all groups have to prepare for the potential presentation.

- Class Discussion and Participation (25%)

Course Materials and Reference

- Assigned Cases
- Lecture Notes
- Berk and DeMarzo, 2020, *Corporate Finance*, 5th ed., Pearson

Course Schedule

02/15	Week01	Introduction and Class Setting
02/22	Week02	Cost of Capital (BD Chapter 12)
03/01	Week03	Case 1: Marriott Corporation: The Cost of Capital (1998, Harvard Business School)
03/08	Week04	Capital Budgeting and Firm Valuation I (BD Chapters 7, 8, 9)
03/15	Week05	Capital Budgeting and Firm Valuation II (BD Chapters 7, 8, 9)
03/22	Week06	Case 2: New Heritage Doll Company: Capital Budgeting (2010, Harvard Business School)
03/29	Week07	Case 3: The Valuation and Financing of Lady M Confections (2015, Harvard Business School)
04/05	Week08	National Holiday (No Class)
04/12	Week09	Capital Structure (BD Chapters 14, 15, 16)
04/19	Week10	Case 4: Diageo Plc (2003, Harvard Business School)
04/26	Week11	Payout Policy (BD Chapter 17)
05/03	Week12	Case 5: Dividend Policy at Linear Technology (2004, Harvard Business School)
05/10	Week13	Equity Issuance (BD Chapter 23)
05/17	Week14	Case 6: Spotify's Direct-Listing IPO (2018, Ivey Business School)
05/24	Week15	Case 7: Alibaba Goes Public (A) (2015, Harvard Business School)
05/31	Week16	Final Exam Week (No Class)