

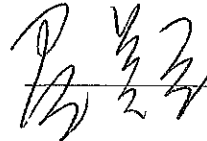


103 學年度 商學院 英語授課課程大綱

103-1

課程名稱 Course Title <input type="checkbox"/> 模組 <input type="checkbox"/> 個別	(中文)財務管理 (英文)Financial Management
課程目標 Course Objectives	As attached
課程大綱 Course Description	As Attached
上課進度 Weekly Course Schedule	Class schedule is roughly one chapter per weekly class meeting, consistent with chapters on textbook.
教學方式 Instructional Method	Basically lecturing by instructor, however, students' participations and discussions are encouraged.
課程要求 Course Requirements	Prerequisites of this course including elementary accounting, principles of economics, basic statistics.
評量方式 Evaluation	As attached
教材及參考書目 Textbooks & Suggested Materials	As attached
課程相關 連結網址 Course Website	na
備註 Remarks	na

申請教師簽章:  開課單位主管簽章:



# National Chengchi University

## Financial Management

Fall 2014 and Spring 2015

Instructor: Professor Chihuang H. Lin 林基煌

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### Course Objectives

This course will provide an overview of the managerial decision-making process in Finance. It will emphasize the fact that financial management is part of a broader management process, linking an organization with external markets in which it must raise its funds, purchase its inputs, and sell its products. To this end, considerable emphasis is placed on developing a sound conceptual framework along with specific skills and techniques. Topics to be discussed include objectives of financial management, discounted cash flow techniques, value in markets, capital budgeting, establishing target rates of return, risk and capital budgeting, financing policy, cost of capital, and working capital management.

### Textbook

Fundamentals of Corporate Finance, by Brealey, Myers, and Marcus, 7<sup>th</sup> ed., McGraw-Hill, Taiwan Distributor: 華泰書局, Tel: (02) 21621217

### Syllabus

Topics	References
1. Introduction and Time Value of Money	Chapters 1,2,3,4,5
2. Valuation of Bonds and Stocks	Chapter 6,7
3. Investment Evaluation Criteria	Chapter 8
4. Discounted Cash Flows Analysis	Chapter 9
5. Project Analysis	Chapter 10

6. Risk and Return	Chapters 11,12
7. Cost of Capital	Chapter 13
8. Debt Policy	Chapter 16
9. Payout Policy	Chapter 17
10. Working Capital Management	Chapters 18,19,20

### Assessment Method

Assessment of this subject is by way of homework assignments and two exams. Homework assignments will be assigned every week. And the assignments are expected to be turned in on time (one week after they are assigned). The mid-term exam and final exam are to be conducted according to the NCCU's administrative calendar.

### Marking/Grading Scheme

Homework assignments, class attendance, class participation	1/3
Mid-term exam.	1/3
Final exam.	1/3