

Corporate Finance - Syllabus

Spring 2015

Course Code: IUP504

Credits: 3

Prerequisites: Economics, Financial Accounting, Statistics

Classroom: 407, Keyan Building

Time: Tuesday, 13:30-15:50 pm March 9- May 31, 2015

Exam week: June 1-5

Instructor: Ren Guanhua Ph. D. Associate Professor FCGA

Phone: 64494285 (O)

Email: uiberen@hotmail.com

Office: N405

Office Hours: Thursday 3:30 – 5:00 pm

Objectives:

This course discusses principles of Corporate Finance and provides practical tools for financial decisions and valuation in a corporate context. The course starts by introducing basic concepts of corporate finance, applying asset pricing tools to evaluate financial assets and projects. And next it also studies the capital structure, dividend policies, and short-term financial planning and management. Students are expected to be more aware of the problems, deepen their understanding of problems and issues, and improve their skills in solving problems in corporate finance.

Textbook: James C. Van Horne and John. M. Wachowicz. *Fundamentals of Financial Management*, 13th ed. McGraw-Hill, 2009

Grading: assignments	25%
quizzes	15%
case studies	10%
final exam	<u>50%</u>
Total	100%

Case Studies:

Case studies give us the opportunity to apply the materials to a typical real-world situation. You should work in a team of four students. Both written and oral presentations (20 minutes) will be graded.

Attendance & Class Participation

- Students are a major component of the learning process and class participation is expected.
- Excessive absence and tardiness will result in a lower grade.

Class Schedule:

Week	Contents	Presentation
1	I. Introduction to Financial Management Ch. 1 The Role of Financial Management Ch. 2 The Business, Taxes and Financial Environments	
2	Ch 19 The Capital Market Ch 20 Long-term Debt, Preferred Stock, and Common Stock	
3	II. Valuation Ch. 3 The Time Value of Money	<i>1st: IPO-Google vs. Baidu</i> <i>2nd: Alibaba's IPO</i>
4	Ch. 4 The Valuation of Long-term Securities	
5	Ch. 5 Risk and Return	
6	V. Investment in Capital Assets Ch. 12 Capital budgeting and Estimating Cash Flows	<i>3rd: Buffett's Investment</i> <i>Philosophy</i>
7	Ch. 13 Capital Budgeting Techniques	
8	VI. Cost of Capital and Long-term Financial Policy Ch. 15 Cost Of Capital	<i>4th: Capital Budgeting-D&D</i>
9.	Ch. 16 Operating and Financial Leverages	
10	Ch. 17 Capital Structure Determination Ch. 18 Dividend Policy	<i>5th: Leverage analysis-EGP</i>
11	IV. Short-term Financial Planning and Management Ch. 8 Overview of Working Capital Management Ch. 11 Short-term Financing	<i>6th: GM in Financial Crisis</i>
12	Overview	
13	Final Exam	

IUP521

Management Accounting

Spring Semester
Friday, 3:30pm-5:00pm

Instructor: Tianjing Dai
E-Mail: narisa.dai@uibe.edu.cn
Phone: 010-64493525
Office: Ningyuan 412
Office Hours: TBC

Overview

This course focuses on the uses of accounting information for managerial planning, control and decision making in modern organizations. It introduces the role of management accounting in commercial bodies by covering basic management accounting tools and the ways in which short-term and long-term decisions are made utilizing these tools.

Goals

This course aims to provide an understanding of the costing, planning and controlling system in the organization. This course will also provide an introduction to modern management techniques such as activity-based management and balanced scorecard, and will emphasize the role of cost feedback in corporate strategy. This course will equip the students the skills and analytical tools they would need for operational and strategic decision-makings in organizations in an uncertain environment.

Topics Covered

The following topics will be covered in this course:

1. Cost behavior and costing system
2. CVP analysis
3. Activity-based costing and management
4. Budgeting and performance analysis
5. Balanced Scorecard
6. Relevant costs and decision making

Evaluation

There will be five quizzes and one final written exam for this course. The final marks will be determined as follows:

1. Homework and participation at 10%
2. Quizzes at 40%
3. Final Exam at 50%

Materials

Managerial Accounting, by R. H. Garrison, E. W. Noreen, and P. C. Brewer, 14th Edition

Milestones

Friday March 6th
First Class

Friday May 29th
Revision Class

Friday June 5th
Final Exam

Requirements:

Your attendance is mandatory and will count towards your final mark.

Class Schedule

Date	Topic	Textbook chapter
F 3/6	Introduction and Cost Concepts	Chapter 1
F 3/13	Cost behavior	Chapter 2
F 3/20	CVP analysis I	Chapter 5
F 3/27	CVP analysis II	Chapter 5
F 4/3	ABC I	Chapter 7
F 4/10	ABC II	Chapter 7
F 4/17	Master budgeting	Chapter 8
F 4/24	Flexible budgets and performance analysis I	Chapter 9
F 5/1	Flexible budgets and performance analysis II ¹	Chapter 9
F 5/8	Standard costs and BSC I	Chapter 10
F 5/15	Standard costs and BSC II	Chapter 10
F 5/22	Relevant costs for decision making	Chapter 12
F 5/29	Review and Q&A	-----
F 6/5	Exam	-----

Note: I reserve the right to make amendments to this schedule.

¹ National Holiday. The class will be rescheduled. TBC.

Data, Models, and Decisions

Teacher: Xing xiao-qiang
Office: NingYuan Building 527
Telephone: On-campus -- 010-6449-4375

E-mail: xingxq@uibe.edu.cn
Sections Taught: KY407
Office Hours: by appointment

OBJECTIVES AND INTRODUCTION

The object of this course is to give you an understanding of how Statistics and Operational research operate in Business and Commerce. It will become clear how pervasive Statistics and mathematics have become and how essential the basic concepts are to modern business practice. You will learn thoroughly the basics of data analysis and the fundamental notion of Statistics and model building. The knowledge learned in this course will enable you to apply the basic techniques in a wide variety of circumstances and, perhaps more importantly, will enable you to assess the legitimacy and significance of the many and varied reports that you will come across during your career.

TEXTBOOK

EVALUATION

Your total mark is based on attendance, assignments, and a final exam. Your final aggregate mark will be computed as follows:

Attendance	=	10%
Assignment	=	40%
Final Exam	=	50%
Total	=	100%

INFORMATION ABOUT Final EXAMINATION

The exam will be Two hours in duration and will also be “open book and notes.” Make sure you have a reliable calculator and statistical tables (e.g. those in the text). Computers, cell phones, and on-line connectivity are NOT allowed. The exam will be cumulative; that is, it will cover all the material in the course.

The final is not in any particular format so expect both standard and multiple choice type questions. The final will test your understanding of the material covered in class.

WEEK BY WEEK SCHEDULE

Number	Content
Class 1	Introduction
Class 2	The Five-Number Summary
Class 3	Variance and Standard Deviation
Class 4	Density Function;
Class 5	Normal distribution
Class 6	Least-squares regression
Class7	reg. vs corr
Class 8	Causation
Class 9	Decision Analysis (I)
Class 10	Decision Analysis (II)
Class 11	Linear Optimization (I)
Class 12	Linear Optimization (II)

NOTES:

Do as many of the exercises as humanly possible, and then do more. A bold prediction: if you do more than 80% of the exercises, your final grade will be more than 80% too!

***** END *****

Marketing Channels

Prerequisite(s): Principles of Marketing , Principles of Management

Credits: 1

Class Hours: 12

Instructors: 尚晓燕 (Grace)

Offered by: Department of Marketing, School of Business, UIBE

Office: Rm. 522 , Hall of Ning yuan

Tel: 64494372

Marketing channels is an upper-level, managerially-oriented course .It focuses on how to design, develop, and manage channels for profitable and nonprofitable organizations, to achieve sustainable competitive advantage. This course could enable students to better understand how a company runs. This course will help students in future business.

Text

Louis W. Stern, Adeli.Elansary, Anne t.Coughlan, Marketing Channels, 7th edition, Prentice Hall, 1996

Grading Criteria

Assignment	Group/individual	Weight (100%)
Project	group	20%
Homework	individual	10%
Quiz	individual	10%
Final exam	individual	60%

Course Schedule

Week	Session Topic and description
1	<p>Session 1: Introduction to marketing channels</p> <p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Understand the importance of channel strategy to a company. 2. Understand the importance of channel to consumers. 3. Understand the definition of the marketing channel.

2,3	<p>Session 2: The Channel participants: Retailers and wholesalers Learning objectives</p> <ol style="list-style-type: none"> 1. Know the major participants in marketing channel. 2. Identify the major types of wholesalers 3. Identify the major types of retailers 4. Be aware of the major trends in retailing
4	<p>Session 3: Marketing Channel Design I ---Objectives Decision Learning objectives</p> <ol style="list-style-type: none"> 1. Understanding the end-user's service output demands 2. Understand that segmentation is the beginning of channel design. 3. Be aware of the factors that influencing a channel design.
5,6	<p>Session 4: Marketing Channel Design II---Structure &Strategy Decision Learning objectives</p> <ol style="list-style-type: none"> 1. Know the major types of channel structure. 2. Understand the advantage and disadvantage of every kinds of channel structure. 3. Understand the role of channel flow. 4. Know that different companies producing similar product may have different channel strategy. 5. Know the channel strategies in different stages of product life cycle.
7	<p>Session 4: Channel member management Learning objectives</p> <ol style="list-style-type: none"> 1. Be familiar with generalized lists of selection criteria. 2. Be aware of the factors that influence channel member choice decision. 3. Recognize the need for adapting selection criteria to the needs of particular firms. 4. Know the major means of motivating channel members.
8	<p>Session 5: Managing Marketing Channels ---Getting, Using and Keeping Channel Power Learning objectives</p> <ol style="list-style-type: none"> 1. Know five sources of power and how to build power. 2. Be familiar with the use of power

9,10	Session 6: Managing Marketing Channels ---Managing Channel Conflicts (II) Learning objectives <ol style="list-style-type: none"> 1. Be familiar with the inherent sources of channel conflict. 2. Be familiar with the effects of channel conflict. 3. Know the ways to reduce or avoid channel conflicts.
11	Session 7: Supply chain management Learning objectives <ol style="list-style-type: none"> 1. Understand the definition of supply chain management and state its boundaries. 2. Be aware of the role of supply chain in the firm. 3. Understand the approach of supply chain management.
12	Case study & Review
13	Examination

Cover sheet for all submitted paper work

Marketing Channels	
<i>Type of work</i>	Marketing Channels Project/ Case Analysis
<i>Title of work</i>	_____
Team Number #	_____
Student Names	_____

Lecturer	尚晓燕
Date	_____
Marks Obtained	(to be filled by the lecturer) _____

Syllabus of Strategic Management for Undergraduates Spring, 2013

Instructor: Dr. Zhihui Wang
Tel: 64494377
E-mail: wzh@uibe.edu.cn
Office hour: 3:30~4:30 PM, Thursday or by appointment
Office Room: Ningyuan Building 818

Introduction:

Purpose: The fundamental question that this course addresses is “why are some firms more successful and more profitable than others?” This is both a static and dynamic question, in that we can ask why a given firm is profitable at a moment in time, as well as how a firm has sustained competitive advantage over a period of time.

Students: This subject is an integrated course for those who have grasped some basic principles of business management, and who have great interests in concerning and analyzing the newest operation strategies of companies. In this course, you will learn a new thinking about operating a business as a whole in a changing environment, especially when you stand at the position of a high-rank manager.

Content: Relationship between environment, companies and competitiveness are emphasized in this course. Some basic methods and new opinions will be introduced in learning how to make the companies competitive. Meanwhile, some related topics, such as corporate level strategy, business level strategy, international strategy and supplementing strategies which cover most areas of one corporation also will be discussed.

Course Objectives:

On completion of this subject you should be able to:

1. Understand what is strategic management process and related theories;
2. Using basic methods in formulating and analyzing a company's strategy;
3. Know the strategies that you may use in different management levels;
4. Understand some main related factors in implementing strategic management;
5. Have an integrated view on business operation and its environment.

Textbook

Arthur A. Thompson, Jr., Margaret A. Peteraf, John E. Gamble, A.J. Strickland III, Crafting and Executing Strategy: The quest for competitive advantage, concepts and Cases(18th), 2012

Course Outline:

week	Topics
1	Chapter 1 What is strategy and why is it important? Chapter 2 Charting a company's direction: vision and mission, objectives and strategy
2	Chapter 3 Evaluating a company's external environment
3	Case Class

week	Topics
4	Chapter 4 Evaluating a company's resources, capabilities and competitiveness
5	Chapter 4 (Continue) (Case Discussion)
6	Chapter 5 The five generic competitive strategies: which one to employ? (Case Discussion)
7	Chapter 5+Chapter 6: Strengthening a company's competitive positions: Strategic moves, timing and scope of operations
8	Chapter 7 Strategies for competing in international markets
9	Chapter 7(continue) (Case Discussion)
10	Chapter 8 Corporate strategy: diversification and multibusiness company
11	Chapter 8(continue) (Case Discussion)
12	Summary: How to make strategies happen in one organization?

Assessment

1. In Class Participation	10%
2. Case Presentation(Team)+Written report	25%
3. Project Report	15%
4. Final Exam (written)	50%
Total:	100%

Reference Books and Journals:

1. Michael .E. Porter,1985,*Competitive Advantage*,Free Press, new York
2. Michael .E. Porter,1980,*Competitive Strategy:Techniques for Analyzing Industry and Competitors*,Free Press, new York
3. Michael E. Porter, 1998, *On Competition*, Harvard Business School press
4. David B. Yoffie, 2001, *Judo Strategy: Turning Your Competitors' Strength to Your Advantage*, Harvard Business School Press
5. H.Mintzberg 1998,*The Strategy Process:Concepts, Contexts and Cases*, Prentice Hall
6. Henry Mintzberg,1994, *The Rise and Fall of strategic Planning*,Prentice Hall
7. W. Chan Kim, Renee Mauborgne,2005, *Blue-ocean Strategy*, Harvard Business School press
8. **Harvard Business Review**
9. Business week