

School of International Business
University of International Business and Economics

FALL 2014 Advanced Corporate Finance

Instructor: Ningning Kong, Professor, CPA
Class: Corporate Finance, Friday 9:50-12:10PM
Office Hours: Thu 3:00-5:00PM, and by appointment
Office: Room 511, Ningyuan Building
Phone: 64494320; Email: kongningning@sina.com

COURSE DESCRIPTION:

The objective of this course is to help students develop a solid understanding of the theory and practice of corporate finance. Course coverage includes stock and bond valuations, capital budgeting decisions, investment theories, capital structure and dividend policy, with an emphasis on developing analytical skills for the investment process. Students are also expected to gain hands-on experience in capital budgeting decision through a group-based project.

COURSE MATERIALS:

- **Required Textbook:** *Fundamentals of Corporate Finance*, by Ross, Westerfield and Jordan, China Machine Press, 10th Edition.
- **Blackboard:** I will post announcements, lecture notes, exercises, solutions, spreadsheets, readings, and other course information on Blackboard. You are responsible for downloading, printing, and reading the relevant materials. You are *required* to print out the lecture notes before class and have them accessible during class as a first-draft of your own notes.

PREREQUISITES: Economics, Financial Accounting and Basic Statistics

GRADING:

Your course grade will be based on the following weights:

Problem set #1	10%
Problem set #2	10%
Problem Set #3	10%
Final Exam	60%
<u>Attendance and Participation</u>	<u>10%</u>
Total:	100%

COURSE REQUIREMENTS:

1. **EXAM:** There will be one exam (open book) through the course. The date and coverage of the exam will be given in advance. No make-up exam will be given without prior approval from the instructor. Make-up exam are available only under exceptional circumstances with support of an official document.

2. **PROBLEM SETS:** The assignment is designed to help students better understand theories and develop spreadsheet modeling skills in special area. Details of the assignment will be distributed in class and made available though BLACKBOARD.
3. **ATTENDANCE AND PARTICIPATION:** Regular class attendance is mandatory. If you must miss a class for any reason, please notify me as soon as possible. Active class participation is an important aspect of effective learning. Sharing your ideas and experience, asking questions, contributing to class discussions, and participating in in-class exercises will benefit you and you classmates.
4. **CALCULATOR:** You will need a financial calculator for this course, but calculators with text-storing capability are strictly prohibited in exams.

COURSE OUTLINE:

- Chapter 1 Introduction to Corporate Finance
- Chapter 5 Introduction to Valuation: The Time Value of Money
- Chapter 6 Discounted Cash Flow Valuation
- Chapter 7 Interest Rates and Bond Valuation
- Chapter 8 Stock Valuation
- Chapter 9 Net Present Value and Other Investment Criteria
- Chapter 10 Making Capital Investment Decisions
- Chapter 12 Some Lessons from Capital Market History
- Chapter 13 Return, Risk and the Security Market Line
- Chapter 14 Cost of Capital
- Chapter 16 Financing Leverage and Capital Structure Policy
- Chapter 17 Dividends and Payout Policy
- Chapter 18 Short-term Finance and Planning

Syllabus of Operations Management

Course #: MBA 509
Course Title: Operations Management
Time: Wed. 13:30 – 15:50
Venue: Room 429 Ningyuan Building
Credits: 3
Instructor: Prof. Qi, Yinan
School: School of Business
Contact: Tel: 64493012 Email: yinanzi@gmail.com
Office: Room 803 Ningyuan Building
Office Hour: Thu. 14:00-17:00

Course Evaluation Scheme

Assignment, Case Study	40%
Attendance	10%
Final Exam	50%

Attendance

Students with the attendance rate of 75% or below will be automatically given a failure grade.

Course Description

Operations management is the key to improve productivity and gain competitiveness for the global manufacturers. This course is designed to teach students about what the operations management is and what the management practices and tools are used by manufacturers. The course includes the major topics in the modern operations management area, such as operation strategy, supply chain management, electronic business and lean production, etc. After the course, the students are expected to understand the operations management and grasp the solutions to the practical problems.

Textbook

Operations Management for Competitive Advantage 11th, Richard B., Chase, Nicholas J. Aquilano, and F. Robert Jacobs, China Machine Press

Reference book

Operations Management 9th edition, William J. Stevenson, China Machine Press

IMBA Program
Business Risk Management (MBA 511)
Syllabus

Instructor: Dr. Zeng Lixin

Office: Rm806, Bldg Boxue,

Phone: 64495040, 13671263635

Email: zenglixin@uibe.edu.cn

Office Hours: Thursday, 2-4 p.m. and by appointment

Class Hours: Tuesday, 13:30 – 15:50

Class Location: Ningyuan 429

Course Description

This course emphasizes the economic impacts of various risks to business and provides alternative methods of handling these risks.

We will begin with a clear understanding of risk and quantitative methods available for risk analysis. Then it is followed by extensive risk assessment skills on property, liability and human resource loss exposures. Since insurance plays a central role in risk management, we will examine the market of insurance from business perspective. Moreover we will cover capital-related methods for managing financial risks as well as some non-insurance risk financing techniques including captives, finite insurance and so forth. Finally we will conduct a case study on Enterprise Risk Management (ERM).

Course Objectives

- ✧ Broaden perspectives regarding risk and risk management.
- ✧ Be able to apply quantitative and qualitative risk analysis.
- ✧ Obtain a conceptual framework for (a) making risk management and insurance decisions to increase business value; (b) understanding public policy factors affecting demand for insurance; employing non-insurance techniques to address risk management needs toward traditionally uninsurable risks.
- ✧ Understand how and why insurance contracts are designed as they are and how insurance market functions.
- ✧ Be able to think critically and analytically and solve problems in order to better prepare them to confront the myriad opportunities and challenges that confront business managers.
- ✧ Understanding the essentials of Enterprise Risk Management
- ✧ Work productively in a group setting and be able to present your own analysis of risk management on the particular studied case.

Text and Materials

- ✧ Harrington and Niehaus, Risk Management and Insurance: 2nd Edition, Irwin/Mc-Graw-Hill, 2004 (HN)
- ✧ Baranoff, Harrington, and Niehaus, Risk Assessment: 1st Edition, American

Institutes for CPCU/ Insurance Institute of America, 2005 (CPCU ARM54)

- ✧ Harold D. Skipper, Risk Management and Insurance – Perspectives in a Global Economy, 1st Edition, Blackwell Publishing , 2007
- ✧ Additional course materials distributed in class or by emails.
- ✧ Access to major risk management websites. Recommending
 - Business Insurance (publication) <http://www.businessinsurance.com/>
 - Insurance Information Institution (organization) <http://www.iii.org>
 - (China) State-owned Asset Supervision and Administration Committee of State Council – Business Risk Management
<http://www.sasac.gov.cn/n1180/n2335371/>
 - Swiss Reinsurance Company. www.swissre.com

Grading

Graded material in this course will consist of the following:

Group project	40%
Final exam	40%
Class involvement	20%

Class Attendance

The interactive nature of this class requires regular attendance. More than two absences without certified medical excuse will have a negative impact on your grade resulting in a 10 points final grade reduction. Three absences or more will lead to deprivation of right to take the final exam.

Group Presentation and Group Project

Each group will choose one company (better publicly traded and from the S&P 500, else are also accepted) and follow its press reports through the course period.

In the final of the course each group is required to submit a report (digital as well as paper form) on risk management of the company you chose, followed and studied, showing the risk management approaches used or ignored by the company. You may choose one of the risk themes to prepare your report, or you just cover all or some most outstanding risks of the company. The report will be graded and counts for 40% in final grading.

Tentative Course Outlines

Lecture	Topic	Readings
1	Chap I Risk and Its Management Chap II Cost of Risk and Objectives of RM Chap III Risk Identification and Measurement	HN Chap 1,2,3
2	Chap IV Assessing Property Loss Exposures Chap V Assessing Liability Loss Exposures	CPCU ARM54 Chap3,5,6,
3	Chap VI Assessing Personnel Loss Exposures	CPCU ARM54

	Chap VII Assessing Net Income Loss Exposures	Chap9,10
4	Chap VIII Risk Pooling and Loss Control Chap IX Tax, Regulatory, and Accounting Factors Affecting Corporate Risk	HN Chap 10,11,10.4 Chap 21
5	Chap X Risk Retention and Insurance Chap XI Commercial Insurance Contracts	HN Chap22 , 23
6	Chap XII Hedging with Derivative Contracts & Risk Financing Techniques	HN Chap. 24&25
7	XIII Enterprise Risk Management	HN Chapter 27
	Group Presentation	
	Final Exam	TBN

MBA 518 Financial Statements Analysis

Instructor: Qin Xu

Ph.D, CPA, CIA, ACCA(A)

E-mail: emailxuqin@sina.com

Course Objective

- The course is designed to provide you with advanced *conceptual background* and *analytical tools* necessary to evaluate financial statements issued by publicly held enterprises.
- The course is meant to complement related studies in accounting, finance, economics, business policy, and statistical analysis.
- It focuses on understanding the uses and the limitation of both the financial statements and the traditional and nontraditional methods used in analyzing them.
- We will discuss the financial statements, the accounting disclosure rules, the differential effects of alternative accounting principles, and the interpretation of financial information.
- Students' motivation and skill development will be enhanced by using problems and cases for actual companies.
- You will ultimately be better able to make judgments about the *cash flows, earnings quality, hidden assets and liabilities*, and the *overall performance* of the enterprise.

Course schedule

Week	Topic	Reading	Gro
1-4	Introduction, Financial Statements: an overview	Chapter 1	
5	Financial reporting	Chapter 2	
6-8	Analyzing financing activities And credit analysis	Chapter 3 & chapter 10	
9-11	Analyzing investing activities	Chapter 4	
12	Analyzing investing activities	Chapter 5	

13-14	Analyzing operating activities and profitability analysis	Chapter 6 & Chapter 8	
15	Cash flow analysis	Chapter 7	
16	Prospective analysis and valuation	chapter 9 & chapter 11	
	Final exam		

Grading

Group case presentation 20%

3-5 people in one group; Each group will be assigned a topic to analyze, and present in class.

Time limit: 30 minutes.

Final group case study report 30%

At the end of the semester, you should submit a whole report of the case company your group analyze besides the specific topic you have already done. To make sure that you get the whole picture of financial analysis.

Final exam 50%

Open book exam

total 100%

The above four items, each scores 100, and times their weight, then you will get your final mark of this course.

UNIVERSITY OF INTERNATIONAL BUSINESS & ECONOMICS

School of Business
Department of Marketing
Fall 2013

MBA522
Business Research

Credit: 3
Time: 9:50-12:10am, Monday, September 2- December 2, 2013
Classroom: #429 NingYuan Building
Instructor: Prof. Xiong, Wei
Office: #419 NingYuan Building
E-mail: mkt_xw@126.com

Outline

Dramatic changes are taking place in the business environment, which increase the risk associated with business decisions. Having more and better information on which to base decisions become more and more important. Students who prepare to manage business, not-for-profit, and public organizations --- in all functional areas; all need training in a disciplined process for conducting an inquiry related to a management dilemma. The study of business research will provide you with the knowledge and skills you need to solve the problems and meet the challenges of a fast-paced decision-making environment. The objective of this course is not only introducing a full list of the relevant techniques and designs, but also to help you learn to carry out realistic research programs yourselves.

Textbook & Reference Books

Alvin C. Burns, Ronald F. Bush 著,于洪彦改编, *Marketing Research*, 6th edition, 英文版,中国人民大学出版社, 2011.

Donald R. Cooper & Pamela S. Schindler, *Business Research Methods*, 9th edition, McGraw-Hill International Edition, 2006, 中国人民大学出版社, 2007年影印《商业研究方法》

阿尔文 C. 伯恩斯, 罗纳德 F. 布什著, 于洪彦等译,《营销调研》(第6版), 中国人民大学出版社, 2011年

Naresh K. Malhotra 著, 涂平译,《市场营销研究——应用导向》, 第5版, 电子工业出版社, 2008年

戴维·阿克等著, 魏立原译,《营销调研》(第7版), 中国财政经济出版社, 2004

阿尔文 C. 伯恩斯, 罗纳德 F. 布什著, 张喆等译,《营销调研——运用 Excel 数据分析》(第2版), 机械工业出版社, 2008年

Naresh K. Malhotra 著, 涂平译,《市场营销研究——应用导向》, 第5版, 电子工

业出版社，2008年

万力等，《国际市场调查》，民主与建设出版社，2002年

拉里帕西著，文岳译，《市场调研》，机械工业出版社，2000年

李少华等，《市场调查与数据分析》，经济管理出版社，2001年

龚江辉，《商务调查实务》，经济科学出版社，2000年

曲云波等，《数据库营销》，企业管理出版社，1999年

贾俊平等，《社会调查与分析》，经济科学出版社，1999年

郭志刚，《社会统计分析方法——SPSS应用软件》，中国人民大学出版社，1999年

Assessment

Weekly quizzes	10%
Case analysis/class presentation (teamwork)	10%
Research project (teamwork)	30%
Proposal	5%
Questionnaire	5%
Assigned task	10%
Written report	10%
<u>Final exam</u>	<u>50%</u>
Total	100%

Weekly Quizzes

There will be a short quiz that consists of True/False or/and Multiple Choice questions after each chapter. Students should follow the instruction and finish all these quizzes in this semester. Through these quizzes,

- Students could check how well they grasp the business research concepts;
- Lecturer could get the feedback of and thereafter improve his or her teaching;
- Students could get prepared for their final exam.

The quizzes will be uploaded to the campus TAS. Students should follow the instructor's requirement, and download and finish the assigned quizzes on time.

Study Group

The class is to be divided into 10 study groups. Each group should consist of 3 students. Students are not allowed to change their groups during the semester. Each student should actively participate in all assigned teamwork.

Grading of the teamwork will be based upon the following factors:

- evidence of wide reading on and around the issue;
- ability to integrate readings and discussion with your own views;
- conceptual understanding demonstrated;
- originality of ideas;

- the overall organization and style;
- in-class presentation (if necessary).

Case Analysis

During this semester, each study group will be assigned one case to study. Each group should get ready for the case analysis before the class, and

1. orally present it in class for 15 minutes;
2. submit a brief written summary (2--3 pages) of the presentation.

Business Research Project

Besides attending the lectures in class, the students are expected to carry out a project in the way to apply the principles to reality. The instructor will release a project to carry out at the second week. All study groups will be assigned certain parts of the project. As the result of the research work, a research proposal and a final research report have to be presented in clear written form. The length of the written proposal is 4 pages maximum, and the length of the final report is 10 pages maximum.

For the research project, each group should submit both the hard and soft copy of the following results: (Please see the appendix 3 for the assessment sheets of the following tasks.)

1. research proposal (5 points)
2. questionnaire design (5 points)
3. assigned project task (10 points)
4. written summary of the assigned task (10 points)

Online Learning Aid

The instructor has registered a 126.com email box to deliver the teaching documents:

Username: buz_research_xw@126.com

Password: *research*

Students could download the PowerPoint slides, chapter self-tests, and other teaching materials from the corresponding file folders in this mailbox. Since this mailbox is shared among over all the students who attend the course this semester, please be sure not to make any operation to it other than downloading materials.

And another 126 mailbox has been registered for the students to hand in the written assignments. All students' assignments, including self-tests and written summaries of cases and the research proposals and reports should be submitted to the following box:

Username: mkt_xw@126.com

Course Structure

week	date	Topic	Chpt	Case Study	Project
1	9.2	Course briefing & MIS	1		
2	9.9	Research process, problem definition	2,3	Ramada	
3	9.16	Research proposal & Research project briefing /discussion	3	Literature Review	Briefing
4	9.23	Research design & Secondary data	4-6	Calling up Attendance	Proposal due
5	10.7	Qualitative methods	7	Observational study design	Desk research
6	10.14	Survey	8	Sturjel Division	Exploration
7	10.21	Experimentation & test marketing	4	Transit advertising	Questionnaire
8	10.28	Measurement	9,10	Amos Brown Chevrolet	Field survey
9	11.4	Sampling design	11,12	Can this study be saved?	Data processing
10	11.11	Data processing	13-18	Healthy lifestyles	Report writing
11	11.18	Reporting	19	Violence on TV	Presentation
12	11.25	final review			
13	12.2	Final exam			

Please note that since the lecturer may spend more or less time on a particular topic, the actual schedule of topics may vary slightly from the above one.

Note

By UIBE rules, deduction from the final grade shall be made for absence from class. A student is no longer entitled to the final examination if he/she has been absent, for whatever reasons given, for over one third of the total class hours, or absent without any notice for over 6 hours.

Plagiarism will not be tolerated. Non-referenced or incorrectly referenced quotations will be penalised. Any assignments found to contain disproportionate amount of similar wording and content, will result in penalties to both parties concerned. Late assignment is not acceptable.

Please do not smoke and turn off your mobile phones during the class.

Requirement for Paper Work

All submitted paper work should be typed, and in A4, single-spaced, 12 font size. All the paper work should be submitted by the due date in class. Any late submission will automatically lead to 0 mark.

Cover sheet for all submitted paper work

UNIVERSITY OF INTERNATIONAL BUSINESS & ECONOMICS

**School of School
Department of Marketing
Fall 2013**

Business Research

Type of work Proposal / Final Report of the Research Project / Case analysis

Title of work _____

Team Number # _____

Student Names _____

Lecturer Prof. Xiong Wei

Date _____

Marks Obtained _____ (to be filled by the lecturer)

Appendix 1 Peer Scores

It is intended that each individual will contribute equally to the group project. Because the instructor is not privy to the innerworkings of the group, and to avoid making subjective judgments based on hearsay, each of the team members will rate the other members' contribution.

This rating will be used directly to weight your team's grade to develop an individual grade for each team member.

- Please return the score sheet in the last class.
- If you would give each teammate equal points, you don't need to return this sheet – that is the default.

Divide 100 points among the members of your team ***excluding*** yourself. The peer scores given to you by each of your group members will be added together. This will be the multiplier applied to the grade the group earned over the semester to obtain your individual grade. For example, suppose your group earned a 25 on all the group assessment. If your peers think you did your fair share and their ratings of your performance add up to a 100, you would get a 25 ($25 \times 100\%$). If they believe you did MORE than your share of the work, your peer score might be 105, in which case your grade on the teamwork would be a 26.25 (25×1.05). On the other hand, if your team feels you did not contribute much and your peer score is only an 80, your grade on the teamwork would be 20 ($25 \times .80$).

The maximum peer score is constrained at 110.



Peer Score Sheet (returned in the last class)

Your name:	Do not give yourself points!
Group Member 2:	
Group Member 3:	
Group Member 4:	
Group Member 5:	
Total:	<i>must add up to 100!</i>

Appendix 2. Draft Agenda of the Research Project

Task	Task assigned	Group	Time
1	Project briefing	Prof. Xiong	9.16
2	Literature review	Team#2	
3	Proposal	All teams/ #10	9.16-9.29
4	Secondary data research	#2	9.23-10.7
5	Qualitative research	#8, 9	9.23-10.14
6	Descriptive research/ Sampling design	#7	10.7-10.21
7	Questionnaire design	All teams/ #1	10.14-10.28
8	Field survey/data editing and entry	All teams/ #3,4	10.28-11.11
9	Data processing	#5	11.4-11.18
10	Final report writing	All teams/ #6	11.4-11.25
11	Final presentation	6	11.25

All teams are required to participate in

1. Draft proposal,
2. Draft questionnaire,
3. Questionnaire delivery, and
4. The related part of the final report writing.

In addition to carrying out the assigned project task, each team should finish a written report as well, including the following,

- The objective of the assigned task,
- The methods and process of the task,
- Main findings and results, and
- Suggestions to the next task of the research project.

Appendix 3. Assessment Sheets

1. Assessment Sheet of Case Analysis/ Research Report

Team # _____

Student Name & ID _____

	Criteria	Weight	Score
1	Appropriate allocation of the learning tasks and cooperation among team members. Submit the written summary on time.	1	
2	Adequate concern about social responsibility and business research ethics in research design.	1	
3	Understand the knowledge of business research methodology: concepts and theories.	3	
4	Apply concepts and theories into business practice and research design.	3	
5	Presentation and Structure of Report (cover page, brief content, executive summary, grammar, reference, selling, syntax)	1	
6	In-class presentation skill, application of ppt and other demonstration aids.	1	
	Case Total	10	

2. Assessment Sheet of Draft Proposal/Questionnaire

	Criteria	Weight	Score
1	Appropriate allocation of the learning tasks and cooperation among team members. Submit the written summary on time.	1	
2	Adequate concern about social responsibility and business research ethics in research design.	1	
3	Understand the general principles and structure of business research proposal/questionnaire.	1	
4	The ability to apply the above principles into proposal/questionnaire design.	1	
5	Presentation and Structure of Report (cover page, brief content, executive summary, grammar, reference, selling, syntax)	1	
	Task Total	5	

3. Assessment Sheet of the Assigned Research Task

	Criteria	Weight	Score
1	Appropriate allocation of the learning tasks and cooperation among team members. Submit the written summary on time.	1	
2	Adequate concern about social responsibility and business research ethics in task implementation.	1	
3	Understand the knowledge of business research methodology: concepts and theories.	3	
4	Apply concepts and theories into business research design and practice.	4	
5	In-class presentation skill, application of ppt and other demonstration aids.	1	
	Task Total	10	

Course Outline

Supply Chain Management

Instructor: Hong Junjie, PhD, Associate professor

Address: Boxue Building UIBE

E-mail: hongjunjie@uibe.edu.cn

Office Hour: (To be decided)

Course Orientation

This course provides students with a general knowledge on supply chain management. It introduces advanced logistics and supply chain tools and strategies used in the industry. The main topics include: logistics network configuration, inventory management and risk pooling, bullwhip effects and information value, supply chain integration, outsourcing and procurement, international issues in supply chain management.

Course Requirements

The final grade will be calculated as follows:

Attendance and discussions: 20%

Group project and presentation: 40%

An essay: 40%

Attending the class is required and part of the final grade. The essay should be concerning the Chinese logistics. At the end of term, students are required to hand in write up. It will be marked according to the following guidelines:

20% - creativity and originality

20% - materials or data employed

30% - clarity of the theme and accuracy of the description

30% - logical thing and rigorousness, writing style

Textbook

Simchi –Levi S., Kaminsky P. and Simchi-Levi E. (2003) *Designing and Managing the supply chain: concepts, strategies and case studies*, McGraw-Hill (ISBN: 0071232052)

References

Various journal papers on logistics and supply chain management

Brewer A.M., Button K.J. and Hensher D.A. (2004), *Handbook of Logistics and Supply-Chain Management*, Elsevier Science, Amsterdam.

Course Topics and Readings

Lecture 1. Introduction

Readings: Chapter 1, Simchi-Levi *et al.*

Lecture 2. Logistics network configuration

Readings: Chapter 2, Simchi-Levi *et al.*

Lecture 3. Inventory management and risk pooling

Readings: Chapter 3, Simchi-Levi *et al.*

Lecture 4. The value of information

Readings: Chapter 4, Simchi-Levi *et al.*

Lecture 5. Supply Chain integration

Readings: Chapter 5, Simchi-Levi *et al.*

Lecture 6. Strategic alliances, procurement and outsourcing

Readings: Chapter 6 and 7, Simchi-Levi *et al.*

Lecture 7. International issues in supply chain management

Readings: Chapter 8, Simchi-Levi *et al.*

Lecture 8. Customer value and supply chain management

Readings: Chapter 10, Simchi-Levi *et al.*