

**ASSUMPTION UNIVERSITY
MARTIN DE TOURS SCHOOL OF MANAGEMENT
DEPARTMENT OF FINANCE AND BANKING
SYLLABUS 1/2010**

Course Title: FIN 3713 Business Analysis and Valuation

Prerequisite: FIN 3701 Corporate Finance

Lecturer: A. Teerapong Prasertratanadacho

*******This subject is for students under NEW CURRICULUM ONLY.*******

Martin de Tours School of Management's Vision and Mission

Vision:

To be the leading international business school in the ASEAN region providing high quality business education to enable graduates to make invaluable contributions to organization and society.

Mission:

To shape our students into independent-minded graduates who are well-versed in business, able to communicate effectively, tech savvy, innovative, and ethical to successfully face global challenges.

COURSE DESCRIPTION:

The course focuses on applying the financial statements as a framework for business analysis. It also integrates the concepts not only from accounting perspectives but also economics and business perspectives to make sound business decisions. The objective is to go beyond the accounting concepts in order to evaluate the companies' performance and value the companies.

COURSE OBJECTIVES:

The course objectives are to enable the students to:

- Understand the business and competitive strategy of the firm being analyzed.
- Examine how accounting rules and conventions represent a firm's business economics and strategy in its financial statement.
- Analyze financial ratio and cash flow measures of the operating, financing, and investing performance of a company relative to either key competitors or historical performance.
- Develop forecasted financial statements and use these to make estimates of a firm's value.
- Integrate business strategy analysis, accounting analysis, financial analysis, and prospective analysis to determine the companies' performance and value the companies.
- Apply business analysis and valuation framework to a variety of decision contexts such as security analysis, credit analysis, corporate financing policies analysis, merger and acquisition analysis and governance and communication analysis.

TEXT BOOK:

Krishna G. Palepu, Paul M. Healy, Victor L. Bernard, **Business Analysis and Valuation: Using Financial Statements**, 3rd edition, 2004, South-Western College Pub

TOPICS OF DISCUSSION:

- Chapter 1 A Framework for Business Analysis and Valuation Using F/S
- Chapter 2 Strategy Analysis
- Chapter 3 Overview of Accounting Analysis
- Chapter 4 Implementing Accounting Analysis
- Chapter 5 Financial Analysis
- Chapter 6 Prospective Analysis: Forecasting
- Chapter 7 Prospective Analysis: Valuation Theory and Concepts
- Chapter 8 Prospective Analysis: Valuation and Implementation
- Chapter 9 Equity Analysis
- Chapter 10 Credit Analysis and Distress Prediction
- Chapter 11 Mergers and Acquisitions
- Chapter 12 Corporate Financing Policies
- Chapter 13 Communication and Governance

MARKS ALLOCATION*: (See also classroom policies)

| | |
|-------------------------------------------|-------------|
| Quizzes | 10% |
| Assignments | 5% |
| Project and presentation | 15% |
| Midterm (July 28, 2010: 15.00 – 17.00) | 30% |
| Final (September 30, 2010: 13.00 – 16.00) | <u>40%</u> |
| Total | <u>100%</u> |

CLASSROOM POLICIES:

- **Students need to comply with AU Dress Code, Time Conflict Examination Regulations, Laws on Smoking Cigarette, and Restrictions on Foods and Drinks V10.1, June 2010.**
- **Attendance policies:**
 - [2 times of ten-minute late for class considered as 1 absence.](#)
 - Make-up classes are not allowed.
 - 80% attendance is strictly required regardless of any reason.
 - No checking attendance for other classmates. Violation of the policies will result in being automatically withdrawn from the class.
 - [Attendance is counted since the first day of class regardless of any reason.](#)
- **Manner in class:**
 - Behave in a polite manner
 - Pay respect to instructors and class participants
 - Turn off all communication devices
 - Do not leave and re-enter the classroom
 - Prohibited manners: Eating, drinking, chatting, talking on the phone, text-messaging, sleeping, reading other materials, doing other subjects' assignments/homework, walking in-out, etc.
 - [Improper behavior will result in no attendance checked.](#)
- **Dress code:**
 - Follow AU dress code
 - [Improper dress code will result in no attendance checked.](#)
- **Class assignments (Homework, reports, project, presentation, paper, etc.):**
 - [No Plagiarism.](#)
 - The students copying works from all sources will be penalized – “Zero” marks or “F” grade.
 - Hand in all class assignment on time, both soft copy and hard copy.
 - [Late submission will NOT be graded.](#)
- **Class participation:**
 - Be participative and attentive in class
 - The students are also required to comply with all classroom policies.
 - Violation of the classroom policies will result in [“zero” or “negative” participation marks and/or no attendance checked.](#)
- **Request for make-up quizzes (if applicable):**
 - The students requesting for the make-up quizzes need to submit their names with valid evidence (ABAC related issues only) to the respective lecturer within the specified dates.
 - [Late submission will NOT be allowed to take the make-up quizzes.](#)
- **Grade inquiry:**
 - The students can request for a review for their marks or grades.
 - The students need to submit petition to the respective Chairperson at D6 or MSM2 [within 2 weeks](#) after their marks or grades have been officially announced. Petition submitted after the specified period will NOT be considered.
 - **Reevaluation process:** The students' class assignments or exam answer scripts will be reevaluated by the internal committees assigned by the respective department. Please note that the students' marks may or may not be adjusted after the reevaluation process and it is considered as a “final consensus” between the students and the committees.

August 27, 2010 (Friday) : Last day to withdraw with “W”

(Withdrawing after this date, the students need a chairperson's approval.)