

1. **Course ID Number:** 2604-491
2. **Credits:** 3 credit hours
3. **Course Title:** SEM FINANCE / Seminar in Finance
4. **Faculty / Department:** Commerce and Accountancy, Department of Banking and Finance
5. **Semester:** Term 2 (Jan – May)
6. **Academic Year:** 2017-2018
7. **Instructors:**  
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8. **Measurement Method:**  Letter Grade (A, B+, B, C+, C, D+, D, F)     S/U
9. **Type of Course:**  Semester course     Yearly course
10. **Course Conditions:**  Prerequisite     Co-requisite  
 Conrequisite     Consent of Faculty  
 None  
Prerequisites: 2604-467, ADV BUS FINANCE
11. **Status:**  Compulsory course     Elective course
12. **Curriculum:** BBA in Banking and Finance
13. **Degree:** Undergraduate
14. **Lecture hours/Week:** 3 hours/week; Friday (morning and afternoon sections)
15. **Course Description:** To investigate various aspects of financial management in business and financial institutions.
16. **Course Outline:**  
16.1. Course objectives, including student expectations and responsibilities -- see attached page  
16.2. Course content: weekly topics / course calendar -- see attached page

17. **Evaluation:**

1) Written case reports (8 reports, covering 8 cases):	40%
2) Midterm (Mock CISA exam)	20%
3) In-class case presentation (one assigned case)	10%
4) Two peer evaluations	
a) Presentation Evaluation (A): presenting team evaluated by other students in class	5%
b) Peer Evaluation (B): peer evaluations; every team member evaluates each other team member, based on each member's contribution to the team's performance over the entire term	10%
5) Individual effort, including attendance and class participation	5%
6) Final exam; individual written assignment	10%
<b>TOTAL</b>	<b>100%</b>

Assessment of academic knowledge (exams):	30%
Assessment of work or classroom activities (assigned tasks, such as group case reports and case presentation, including peer evaluations):	55%
Others (team peer evaluation and class participation):	15%

18. **Teaching Aids:**

- White/blackboard                       Transparency sheets                       PowerPoint media  
 Electronic media, web sites                       Other: Excel; case studies and readings; newspapers.

**Connecting with students**

- Email                       Facebook                       Twitter                       Other (Please specify)

**Learning Management System**

- Blackboard                       Moodle                       Other (Please specify)

19. **Reading List:**

- 19.1. Required textbook: *none*  
 19.2. Optional books: *none*  
 19.3. Course web site: <http://blackboard.car.chula.ac.th/>

20. **Teaching Evaluation**

- 20.1. Teaching evaluation form –  
 CU-CAS                       Other:  
 20.2. Changes made in accordance to previous teaching evaluation: *new case studies selected*  
 20.3. Discussion or analysis which develops desired characteristics of Chulalongkorn University graduates:  
 20.3.1. Being knowledgeable: in-depth knowledge  
 20.3.2. Having good morals: being moral and ethical  
 20.3.3. Higher order thinking skills: being able to think critically and creatively; having skills in problem-solving  
 20.3.4. Possessing essential capabilities: professional skills, communication skills, management skills  
 20.3.5. Having an inquiring mind and knowing how to learn  
 20.3.6. Being community-minded and possessing social responsibility

**16.1 Course objectives** (see below).

	<b>Course objectives</b>	<b>Learning Outcome*</b>	<b>Teaching Approach*</b>	<b>Evaluation Approach*</b>
1	To be able to develop, integrate, and apply issues in financial concepts to real business environments using selected case studies	1,3	1,2,9	1,4,5
2	To be able to be accountable to both yourself and classmates by having enthusiasm, studying hard, and being willing to participate in class activities.	5,6,8	1,2,9	2,5
3	To have proper ethics in all activities in classes and be aware of good ethics, code of conduct, principles of academic integrity, and best practice in industries.	2	1,2,9	2,5

16.1.1 **Discussion or analysis which develops desired characteristics of Chulalongkorn University Graduates**

Knowledge:	Lectures will focus on theoretical and practical concepts.
Skills:	Case discussions will sharpen students' skills.
Ethics:	Students who fail to comply with the code of conduct will be given a failing grade.
Social:	Class participation is highly encouraged.

16.1.2 **Code of Conduct: Academic Integrity**

Here is a small part of the Code of Conduct for Penn State students.

*“Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts. Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.*

*Academic dishonesty includes, but is not limited to, cheating, plagiarism, fabrication of information or citations, facilitation of acts of academic dishonesty by others, unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, and tampering with the academic work of other students.”*

We adopt this statement in this course. Students who fail to comply with this statement will be given a failing grade as a minimum penalty.

In this course, students who make their work and/or the works of others available to someone who may engage in academic dishonesty due on the availability of such works will be given a failing grade as a minimum penalty. These students facilitate the acts of academic dishonesty.

All students are required to read and understand the content available in the following website before they submit the first written assignment: [http://en.wikipedia.org/wiki/Academic\\_dishonesty](http://en.wikipedia.org/wiki/Academic_dishonesty).

All written assignments will be submitted in two formats: a hard copy of the group report, submitted no later than 9 am on case day, plus a digital copy that will be submitted electronically using the *Turnitin* website. Each group is required to request an Originality Report for the digital copy of the assignment.

16.1.3 **Code of Conduct: Class participation and Class Conduct**

Since this is a case course, a large portion of your learning will come from preparing your team's case presentation and case write-ups. Another significant portion of your learning will come from the in-class case discussions. You will gain extra practice communicating your ideas through written and oral communication.

Class participation is an important part of this course. To get the most value out of the class, you must *participate* and not simply attend class. We expect you to be actively involved during class time, and the best way to participate is by asking questions. Here are some helpful guidelines that we will use to evaluate your contribution during class:<sup>1</sup>

**Positive Contribution**

- \* Thoroughness of analysis
- \* Proper substantiation of position
- \* Extension of knowledge
- \* Getting to the heart of key issues
- \* Opening new doors for investigation
- \* Statement of practical experiences
- \* Perceptive questioning of other students
- \* Distinction between fact and opinion

**Negative Contribution**

- \* Re-statement of a point already made
- \* Verbosity
- \* Incomplete analysis
- \* Unfounded criticism
- \* Off-the-point statements
- \* Closed-minded argumentation
- \* Off-the-cuff remarks
- \* Personal attacks on or disrespect of others

<sup>1</sup> Helpful suggestions from: <http://www2.gsu.edu/~wwwcai/FI4020Outline-Fall2010.pdf>

16.1.4 **Organization of Class Sessions:**

Each class will follow the time schedule as below:

- 20 mins: News and current issues of the week
- 10 mins: Case overview
- 40 mins: Group presentation
- 20 mins: Q&A
- 15 mins: Break
- 30 mins: conclusion of the case
- 45 mins: concepts for next case

Each week before each class, each group can have 15 mins of consulting time with the course leaders on Monday or Tuesday. The consulting time is your chance to ask questions about the upcoming case, in order to help your group prepare the case presentation and/or report. Your instructors will be available from 13.00 – 16.00, or at pre-arranged times.

16.1.5 **STUDENT EXPECTATIONS and RESPONSIBILITIES:**

Students are expected to attend on time and attend class regularly, prepare advance readings, and participate in class discussions. Assignments, such as written case analyses and in-class presentations, will provide timely feedback and reinforce important concepts covered in class.

- **Attend class.** Attendance is mandatory and will affect your grade. It is a BBA Thai Program requirement that you must attend at least 80% of the class sessions or else you will fail the course. Excused absences are granted only for illness or for official school activities. Absences for illness require a note from your doctor.
- **Appropriate attire and conduct.** All students are expected to comply with the University and BBA Program regulations concerning student attire and conduct. Any student who does not comply with the regulations will not be permitted to attend lecture.
- **Notify the instructors in advance.** If any difficulties arise concerning assignments or class attendance, almost any situation can be resolved with advance notice. Please let your instructors know in advance if you will miss class.
- **You are responsible for all announcements and changes made in class.**
- **Get to class on time.** We will start on time so we can finish on time. Keep class breaks on time as well.
- **Be courteous** to your instructors and classmates. Turn off all communication and other electronic devices before class. Do not use any mobile devices during class time.
- **Bring a calculator, bring your notes.** You will need a calculator, the case studies, and lecture notes to use during class. Case presentations and discussions during class mean that you will need to refer to the cases themselves, plus other reference materials.
- **Assignments are due when announced.** Late assignments will be accepted for 50% credit until the original assignment has graded. After the assignment has been graded, late assignments will not be accepted.
- **Academic misconduct:** Any academic misconduct including, but not limited to, accessing unauthorized materials and communicating with fellow students during examinations and quizzes and using the work of another student, will immediately result in a failing grade for the course. Additional sanctions by the Faculty may also be imposed if deemed necessary.
- **Do your own work.** Any exams or assignments judged similar to another student's work will be penalized. You are expected to follow BBA Program / Faculty of Commerce and Accountancy / Chulalongkorn University guidelines for assignments and examinations. For class assignments, always give proper credit to your sources and provide complete references. If there are any questions, please see your instructors.
- **Communicate frequently.** Check your email – this is the best way to keep up to date with our course. When sending email, please start the subject line with “BBA Seminar in Finance —...your subject...” so your message will not be automatically deleted by junk mail filters.

**16.2 Course Calendar and Content (prepared 18 Jan 2018)**

Week	Date	Description	Remarks	Student Assignments and Cases
1	<b>12 Jan 2018</b> 9:00-12:00 ห้อง 208 ตึก 50 ไร่	Setting some themes; Corporate Finance Policies and Principles; Capital Structure	Combined Class: A. Pornanong (Morning class)	Lecture #2: Discussion of Theory and Practice plus open case: <i>Hill Country Snack Foods Co.</i>
2	<b>19 Jan 2018</b> 9:00-12:00 ห้อง 208 ตึก 50 ไร่	How to solve a case; Case presentations and soft skills	Combined Class: A. Tom (Morning class)	Lecture #1 plus open case: <i>Financial Statement Detective</i>
<b>22-26 Jan No class, The 45<sup>th</sup> Thailand University Sports (Cancel all classes)</b>				
3	<b>2 Feb 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ตึก 50 ไร่ Sec.2 13:00 – 16:00 ห้อง 206 ตึก 50 ไร่	Financial Projections and Financial Statement Analysis	A. Tom	<b>CASE #2:</b> <i>Jones Electrical Distribution</i>
4	<b>9 Feb 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ตึก 50 ไร่ Sec.2 13:00 – 16:00 ห้อง 206 ตึก 50 ไร่	Cost of Capital, and Dividend Policy	A. Pornanong	<b>CASE #1:</b> <i>Nextel Peru: Emerging Market Cost of Capital</i>
5	<b>16 Feb 2018</b> 9.00-12.00 ห้อง 208 ตึก 50 ไร่	Advanced Capital Budgeting Techniques; APV and Real Options	Combined Class: A. Tom	Lecture #3
6	<b>23 Feb 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ตึก 50 ไร่ Sec.2 13:00 – 16:00 ห้อง 206 ตึก 50 ไร่	Capital Budgeting	A. Pornanong	<b>CASE #3:</b> <i>New Heritage Doll Company: Capital Budgeting</i>
7	<b>2 Mar 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ตึก 50 ไร่ Sec.2 13:00 – 16:00 ห้อง 206 ตึก 50 ไร่	Advanced Capital Budgeting Techniques; APV and Real Options	A. Tom	<b>CASE #4:</b> <i>Arundel Partners: The Sequel Project and Capital Projects as Real Options: An Introduction</i>
	<b>Date and time to be announced</b>	<b>Midterm (MOCK CISA EXAM)</b>		

Week	Date	Description	Remarks	Student Assignments and Cases
8	<b>16 Mar 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ชั้น 50 ฟล Sec.2 13:00 – 16:00 ห้อง 206 ชั้น 50 ฟล	Private Equity / LBO	A. Tom	<b>CASE #5:</b> <i>Hertz Corporation</i>
9	<b>23 Mar 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ชั้น 50 ฟล Sec.2 13:00 – 16:00 ห้อง 206 ชั้น 50 ฟล	Asset Allocation Asset Pricing Portfolio Theory	A. Pornanong	<b>CASE #6:</b> <i>Partners Healthcare</i>
10	<b>30 Mar 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ชั้น 50 ฟล Sec.2 13:00 – 16:00 ห้อง 206 ชั้น 50 ฟล	Ethics in Finance	A. Tom	<b>CASE #7:</b> <i>Analyst's Dilemma</i>
11	<b>THURSDAY, 5 Apr</b> <b>16:00 – 19:00</b>	International Finance Risk Management	Combined Class: A. Pornanong	Lecture #4: <i>Why Manage Risk</i>
	<b>6 Apr</b>	<b>No class, National Holiday: Chakri Day</b>		
	<b>13 Apr</b>	<b>No class, National Holiday: Songkran</b>		
12	<b>20 Apr 2018</b> Sec.1 9:00 – 12:00 ห้อง 208 ชั้น 50 ฟล Sec.2 13:00 – 16:00 ห้อง 206 ชั้น 50 ฟล	Valuation M&A	A. Pornanong	<b>CASE #8:</b> <i>Kraft Foods (A)</i> <i>Kraft Foods (B)</i>
13, 14, and 15	<b>27 Apr 2018</b> <b>(all day)</b> 9.00-19.00 (both sections) ห้อง 208 ชั้น 50 ฟล	Simulation	Combined Class: A. Pornanong A.Tom	<b>CASE #9:</b> Business Valuation in Mergers and Acquisitions - Simulation Case
		Wrap-up; Careers in Finance	Guest Speaker (Alumni)	

**Peer Evaluations**

**Presentation Evaluation (A):**

Each week, you will be given the sheet to rate the case presenting team on two criteria:

- Based on the *content* of the team presentation and
- Based on the *style* of the team presentation.

Use a scale of 1 (low, poor or incomplete analysis, no value added, not impressive, little or no style) to 5 (high, meaning very good presentation, excellent analysis, high value added, good style) to rate each team.

**Peer Evaluation (B):**

At the end of the term, you will be asked to complete a peer evaluation of your group members. Imagine you have a pool of bonus money to award to some or all of the members of your team. The total amount of bonus is equal to 100 \* the number of members of your team, including yourself! Divide the imaginary bonus among your team members to reward and recognize individual contributions.

For example, suppose there are 8 members on your team, including yourself. The total bonus amount is 800 to be divided among some or all team members. Member A gets 150; Member B gets 130; Member C and D gets 110; Member E and F gets 100; Member G gets 0, and you decide to award yourself 100.

Evaluations are due last week of the semester. All evaluations will be kept confidential.

**Sample Peer Evaluation Form** -- Submitted by Stuart Sutcliffe, from Team SELTAEB

<u>ID Number</u>	<u>First Name</u>	<u>Last Name</u>	<u>Rating *</u> (1 to 5)	<u>Bonus</u>	<u>Evaluation &amp; Comments **</u>
5XX-XXXXXX-26	John	Lennon	5	130	Great singing and songwriting
5XX-XXXXXX-26	Paul	McCartney	5	130	Great songwriting and singing
5XX-XXXXXX-26	George	Harrison	5	110	Awesome guitarist
5XX-XXXXXX-26	Ringo	Starr	5	110	Brilliant drumming
5XX-XXXXXX-26	Stuart	Sutcliffe	2	20	I stayed in the background almost all the time
			<b>TOTAL:</b>	<b>500</b>	

\* A "5" rating means a great contribution to the team's success; a rating of "1" means little or no contribution.

\*\* More comments can be added on a separate sheet.

**\* Notes**

Desired Characteristics of Chulalongkorn University Graduates			
1	Knowledge	1.1	Well-round Knowledge
		1.2	In-depth Knowledge
2	Ethics	2.1	Moral and Ethics
		2.2	Professional Ethics
3	Ability to Think	3.1	Critical Thinking
		3.2	Creative Thinking
		3.3	Problem Solving
4	Skills	4.1	Professional Skills
		4.2	Communication Skills
		4.3	Information Technology Skills
		4.4	Mathematical and Statistical Skills
		4.5	Management Skills
5	Lifelong Learning	5.1	Inquisitiveness
		5.2	Knowing how to learn
6	Leadership		
7	Well-being		
8	Community-mindedness		
9	Maintaining Thainess in the Globalized World		

Teaching Approach	
1	Lecture
2	Discussion
3	Workshop/Lab
4	Seminar
5	Demonstration
6	Projects
7	Field
8	Tutorial Group
9	Brainstorm
10	Problem-based Learning
11	Case Study
12	Summary and Presentation
13	Practicum
14	Activities
15	Others

Evaluation Approach	
1	Examination (Written, Oral, Lab)
2	Activity and Participation
3	Assignment/Homework
4	Report
5	Observation
6	Others