

Corporate Finance Management(I) Abbreviated Course Syllabus

<u>Course Number:</u>	AB306A
<u>Course Name:</u>	Corporate Finance Management(—)
<u>Instructors:</u>	Chao Jiangfeng, Zhang Jing
<u>Students:</u>	Finance Management, 2021 Class
<u>Required Text:</u>	1. Corporate Finance Management. Wu Linfang. Tsinghua University Press, 2023 2. Financial Management. Jing Xin, Wang Huacheng, Liu Junyan. China Renmin University Press, 2015
<u>Course Description:</u>	Corporate financial management is an applied discipline of economics and management. This course focuses on the movement of enterprise funds, with the framework of fund raising, investment, consumption, income, and distribution. It elaborates on the basic concepts, management principles, management systems, and other theoretical issues of financial management, as well as business methods such as prediction, planning, control, and analysis.

Topic Outline:	Hours/Minutes
I. Introduction	4
A. The Concept of Financial Management:	
① Enterprise capital movement and its forms	
② Financial activities and financial relationships	
③ Definition of financial management	
④ The position of financial management in enterprise management	
B. Financial Management Objectives:	
① Corporate goals	
② Characteristics of financial management objectives	
③ Overall objectives	
④ Agency conflict	
C. Financial Management Assumptions:	
① The concept and classification of financial management assumptions	
② Characteristics of financial management assumptions	
③ Content of financial management assumptions	
D. Financial Management Principles	
E. Financial Management Links	
F. Evolution of Financial Management	
II. Financial Management Environment	6
A. Overview of financial management environment:	
① Concept of financial management environment	
② Characteristics of financial management environment	

	③ Classification of financial management environment	
B.	Macro environment of financial management:	
	① Political environment	
	② Legal environment	
	③ Economic environment	
	④ Market environment	
	⑤ Social and cultural environment	
C.	Micro Environment of Financial Management:	
	① Organizational form of the enterprise	
	② Production and operation scale	
	③ Technical conditions	
	④ Management level and decision-maker quality	
III.	Time Value and Risk Reward	8
A.	Time value:	
	① The concept of time value	
	② Calculation of time	
	③ The significance of time value value	
B.	Risk reward:	
	① Risk and its classification	
	② Risks and rewards of individual investments	
	③ Risk and return of investment portfolio	
C.	The value concept in securities investment:	
	① Bond valuation	
	② Stock valuation	
IV.	Financial Forecast	6
A.	Overview of financial forecasts:	
	① Significance and principles of financial forecasting	
	② Classification of financial forecasts	
	③ Procedure for financial forecasting	
	④ Basic Methods of Financial Forecasting	
B.	Target profit forecast:	
	① Significance of target profit prediction	
	② Target profit prediction method	
C.	Capital demand forecast:	
	① Linear regression method	
	② Percentage-of-sales method	
	③ Relationship between enterprise growth and external financing	
V.	Financial Decisions	12
A.	Overview of financial decisions:	
	① Principles of financial decision-making	
	② Elements of a financial decision-making system	
	③ Classification of financial decisions	
	④ Procedure for financial decision-making	
	⑤ Methods of financial decision-making	

B.	Fundraising decision principles:	
	① Motivation for enterprise financing	
	② Basic Principles of enterprise financing	
	③ Channels and methods of enterprise financing	
	④ Types and structure of enterprise financing	
C.	Capital cost:	
	① Concept, Types, and Functions of Capital Cost	
	② Calculation of capital cost	
D.	Capital Structure:	
	① Concept of capital structure	
	② Types of capital structure	
	③ Standards for measuring the quality of capital structure	
	④ Influencing factors of capital structure	
	⑤ Decision methods for capital structure	
E.	Leveraged value:	
	① Cost habits, marginal contribution, and EBIT	
	② Operating leverage	
	③ Financial leverage	
F.	Investment decision principles:	
	① Basic connotation of enterprise investment	
	② Concept and classification of enterprise investment decision	
	③ Process of enterprise investment decision-making	
	④ Influencing factors of enterprise investment decisions	
	⑤ Scale decision of enterprise investment	
	⑥ Selection of investment vehicles	
G.	Principles of income distribution decision:	
	① Definition of enterprise income	
	② Principles of enterprise income distribution	
	③ Procedure for distributing corporate income	
VI.	Financial Budget and Control	4
A.	Financial budget:	
	① Sale budget	
	② Production budget	
	③ Direct material budget	
	④ Direct labor budget	
	⑤ Manufacturing expense budget	
	⑥ Production cost budget	
B.	Financial control:	
	① Definition of financial control	
	② Revenue and expenditure control methods	
	③ Cash control methods	
VII.	Financial Analysis	8
A.	Overview of financial analysis:	
	① Subject and purpose of financial analysis	

	② Form and requirements of financial analysis	
	③ Procedure and steps of financial analysis	
	④ Financial analysis methods	
	⑤ Financial analysis materials	
	⑥ Limitations of financial analysis	
B.	Analysis of debt repayment ability:	
	① Analysis of short-term liquidity	
	② Analysis of long-term solvency	
C.	Analysis of operational capacity	
D.	Profitability analysis	
E.	Analysis of growth capacity:	
	① Connotation of growth capability analysis	
	② Analysis of growth capability indicators	
	③ Analysis of sustained growth strategies	
F.	Cash flow analysis:	
	① Basic characteristics of enterprise cash flow	
	② Structural analysis of cash flow statement	
	③ Ratio analysis of cash flow statement	
G.	Comprehensive analysis of financial situation:	
	① Du Pont financial analysis system	
	② Radar image analysis method	
	③ Wall specific gravity analysis method	
Total Sessions (Coverage Hours)		48

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	2
b. Finance	36
c. Accounting	2
d. Management	4
e. Legal environment of Business	2
f. Economics	0
g. Business Ethics	2
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information System	0
k. Quantitative Techniques and Statistics	0
l. Business Policies	0
m. Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours	48