《财务管理学（双语）》教学大纲

课程编号：040022B

课程类型：□通识教育必修课 □通识教育选修课

□学科基础课 □专业核心课

专业提升课

总 学 时：32 讲课学时：32 实验（上机）学时：0

学　　分：2

考试类型：□考试 考查

适用对象：非会计学院专业

□是 否 同意作为其他专业学生选修的专业拓展课

（类型为“通识教育必修课”“通识教育选修课”的课程不需勾选）

先修课程：财务会计、概率与统计

一、教学目标

Financial management is a foundation course for undergraduate students in accounting school. Financial management draws on the knowledge acquired in other areas of accounting, including terms and concepts from the fields of financial accounting, managerial economics, and quantitative methods. A solid understanding of basic mathematics and its application in business contexts is required.

1. Knowledge

Financial management emphasizes on the major decisions made by financial executives of an organization. Topics introduced in this course include the following:

• Financial planning

• Working capital management

• Capital budgeting

• Strategic decision making

• Cost of capital

• Security valuation

1. 思政课程教学目标：

在引入辩证唯物主义认识论、科学发展观、社会主义生态文明等思政元素的基础上，结合现有财务管理理论的局限性以及最新案例，帮助学生搭建一座“知识到实践，实践到知识”的思维桥梁。帮助学生认识到辩证唯物主义、科学发展观和建设生态文明在财务理论学习，我国经济建设中的重要指导意义。

二、教学内容及其与毕业要求的对应关系

1. **Teaching Requirements**

Firstly, a learning bridge between theory and practice should be built. While teaching, teachers should emphasize on the financial theories and the role in guiding practice. The ability of using theory knowledge to analysis typical financial cases and solve practical problems should be trained. Thirdly, a variety of teaching methods should be used. Theory teaching should combine with case study and classroom teaching should combine with students’ self-study. Various learning methods are encouraged to be adopted to help students to consolidate the learned knowledge.

1. **Selection Principles of Teaching Materials**

The content of teaching materials should cover the main points and basic methods of corporate finance and the framework of teaching materials should be universally accepted in China. However, the framework of the teaching materials should be strict in structure and have a clear logic relationship. While explaining the basic theories and methods of finance, the teaching materials should combine those theories with practice to conform the trend. The latest development of corporate finance should also be included in the teaching materials.

1. **Teaching Method**

Teaching Method: While teaching, the key points should be focused and difficult points should be taught clearly. Modern means of teaching are encouraged to be used. Exercises are used to help students to prepare and review the lessons. Extra newspapers, magazines and website should be provided, and students are encouraged to use these channels to collect information combined with theory principles learned in the class to analyze and solve practical problems. Homework are required to be completed by individuals or discussed in groups according to the difficulty of the problems.

三、各教学环节学时分配（黑体，小四号字）

**教学课时分配**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Chapter | Content | Lecture | Experiment | Others | Total |
| 1 | The Role of Financial Management | 2 |  |  | 2 |
| 2 | The Time Value of Money | 3 |  |  | 3 |
| 3 | The Valuation of Long-Term Securities | 3 |  |  | 3 |
| 4 | Risk and Return | 2 |  |  | 2 |
| 5 | Financial Statement Analysis | 4 |  |  | 4 |
| 6 | Funds Analysis, Cash-Flow Analysis, and Financial Planning | 2 |  |  | 2 |
| 7 | Overview of Working Capital Management | 1 |  |  | 1 |
| 8 | Cash and Marketable Securities Management | 1 |  |  | 1 |
| 9 | Accounts Receivable and Inventory Management | 4 |  |  | 4 |
| 10 | Capital Budgeting and Estimating Cash Flows | 2 |  |  | 2 |
| 11 | Capital Budgeting Techniques | 3 |  |  | 3 |
| 12 | Risk and Managerial Options in Capital Budgeting | 2 |  |  | 2 |
| 13 | Required Return and the Cost of Capital | 2 |  |  | 2 |
| 14 | Dividend Policy | 1 |  |  | 1 |
| Total |  |  |  |  | 32 |

四、教学内容

**Part 1 Introduction of Financial Management**

**Chapter 1 The Role of Financial Management**

What is Financial Management?

The Goal of the Firm

Corporate Governance

Organization of the Financial Management Function

**Key Learning Points：**

What is Financial Management?

The Goal of the Firm

**课程思政切入点：**在讲授财务管理目标时，通过案例说明企业在追求利润最大化、股东财富最大化的同时，不可忽略企业的社会责任（Corporate Social Responsibility Objectives）。指明企业在创造利润，对股东利益负责的同时，还应对员工、消费者、客户、供应商、债权人、竞争对手等利益相关者以及自然环境承担责任，包括遵守商业道德、保护员工合法权益、安全生产、保护环境、节约资源、热心社会公益事业、帮助弱势群体等，以求得企业自身和社会的可持续发展。

**Objectives：**

After Studying Chapter 1, you should be able to: Explain why the role of the financial manager today is so important. Describe "financial management" in terms of the three major decision areas that confront the financial manager. Identify the goal of the firm and understand why shareholders' wealth maximization is preferred over other goals. Understand the potential problems arising when management of the corporation and ownership are separated (i.e., agency problems). Demonstrate an understanding of corporate governance. Discuss the issues underlying social responsibility of the firm. Understand the basic responsibilities of financial managers and the differences between a "treasurer" and a "controller."

**Questions：**

1. If all companies had an objective of maximizing shareholder wealth, would people over-all tend to be better or worse off?

2. Contrast the objective of maximizing earnings with that of maximizing wealth.

3. What is financial management all about?

4. Explain why judging the efficiency of any financial decision requires the existence of a goal?

5. What are the three major function of the financial manager? How are they related?

6. Should the managers of a company own sizable amounts of common stock in the company? Why are the pros and cons?

7. As an investor, do you think that some managers are paid too much? Do their rewards come at your expense?

8. How does the notion of risk and reward govern the behavior of financial managers?

9. What is corporate governance? What role does a corporation’s board of directors play in corporate governance?

10. Compare and contrast the role that a firm’s treasurer and controller have in the operation of the firm.

**Part 2 Valuation**

**Chapter 2 The Time Value of Money**

The Interest Rate

Simple Interest

Compound Interest

Amortizing a Loan

Compounding More Than Once per Year

**Key Learning Points：**

Simple Interest

Compound Interest

**Objectives：**

After Studying Chapter 2, you should be able to: Understand what is meant by "the time value of money." Understand the relationship between present and future value. Describe how the interest rate can be used to adjust the value of cash flows – both forward and backward – to a single point in time. Calculate both the future and present value of: (a) an amount invested today; (b) a stream of equal cash flows (an annuity); and (c) a stream of mixed cash flows. Distinguish between an “ordinary annuity” and an “annuity due.” Use interest factor tables and understand how they provide a shortcut to calculating present and future values. Use interest factor tables to find an unknown interest rate or growth rate when the number of time periods and future and present values are known. Build an “amortization schedule” for an installment-style loan.

**Questions：**

1. What is simple interest?

2. What is compound interest? Why is it important?

3. What kinds of personal financial decisions have you made that involve compound interest?

4. What is an annuity? Is an annuity worth more or less than a lump sum payment received now that would be equal to the sum of all the future annuity payment?

5. What type of compounding would you prefer in your savings account? Why?

6. Contrast the calculation of future (terminal) value with the calculation of present value. What is the difference?

7. What is the advantage of using present value tables rather than formulas?

**Chapter 3 The Valuation of Long-Term Securities**

Distinctions Among Valuation Concepts

Bond Valuation

Preferred Stock Valuation

Common Stock Valuation

Rates of Return (or Yields)

**Key Learning Points：**

Bond Valuation

Preferred Stock Valuation

Common Stock Valuation

**课程思政切入点：**在讲授股票、债券以及优先股等传统筹资方式的基础上，加入产业基金这种新的资金来源。思政的切入点主要是围绕政府研发补贴对企业创新的促进作用来开展。党的十九大报告提出：“创新是引领发展的第一动力，是建设现代化经济体系的战略支撑。”报告中10余次提到科技、50余次强调创新。而政府补助作为一种特殊的筹资方式，其主要形式包括财政拨款、财政贴息、税收返还、无偿划拨非货币性资产，其中，政府研发补贴是世界各国政府普遍采用的一项创新支持政策。中国曾先后通过 863 计划、星火计划和科技型中小企业技术创新基金等多个财政科技计划对企业研发活动进行补贴，以提升企业自主研发能力。

**Objectives：**

After Studying Chapter 3, you should be able to: Distinguish among the various terms used to express value. Value bonds, preferred stocks, and common stocks. Calculate the rates of return (or yields) of different types of long-term securities. List and explain a number of observations regarding the behavior of bond prices.

**Questions：**

1. What connection, if any, does a firm’s market value have with its liquidation and/or going-concern value?

2. Could a security’s intrinsic value to an investor ever differ from the security’s market value? If so, under what circumstances?

3. In what sense is the treatment of bonds and preferred stock the same when it comes to valuation?

4. A20-year bond has a coupon rate of 8%, and another bond of the same maturity has a coupon rate of 15%. If the bonds are alike in all other respects, which will have the greater relative market price decline if interests increase sharply? Why?

5. Why are dividends the basis for the valuation of common stock?

6. Why is the growth rate in earnings and dividends of a company likely to taper off in the future? Could the growth rate increase as well? If it did, what would be the effect on stock price?

7. Using the constant perpetual growth dividend valuation model, could you have a situation in which a company grows at 30% per year (after subtracting out inflation) forever? Explain.

**Chapter 4 Risk and Return**

Defining Risk and Return

Using Probability Distributions to Measure Risk

Attitudes Toward Risk

Risk and Return in a Portfolio Context

Diversification

The Capital Asset Pricing Model (CAPM)

Efficient Financial Markets

**Key Learning Points：**

Using Probability Distributions to Measure Risk

Attitudes Toward Risk

Diversification

The Capital Asset Pricing Model (CAPM)

**课程思政切入点：**本章重点学习了风险与收益的关系，通过讲解蚂蚁金服上市被叫停整改的案例，使同学们对金融市场中存在的违规现象有更深刻和具体的了解，特别对我们国家的监管力度以及违规融资乱象带来的危害有更深刻的认识，时刻保持清醒的头脑。我们财会专业的很多学生的就业去向是去到金融部门，尤其是银行，课程中该部分的思政教育可以督促同学们在进入就业岗位后依法从业，杜绝违规行为。

**Objectives：**

After Studying Chapter 4, you should be able to: Understand the relationship (or “trade-off”) between risk and return. Define risk and return and show how to measure them by calculating expected return, standard deviation, and coefficient of variation. Discuss the different types of investor attitudes toward risk. Explain risk and return in a portfolio context, and distinguish between individual security and portfolio risk. Distinguish between avoidable (unsystematic) risk and unavoidable (systematic) risk and explain how proper diversification can eliminate one of these risks. Define and explain the capital-asset pricing model (CAPM), beta, and the characteristic line. Calculate a required rate of return using the capital-asset pricing model (CAPM). Demonstrate how the Security Market Line (SML) can be used to describe this relationship between expected rate of return and systematic risk. Explain what is meant by an “efficient financial market” and describe the three levels (or forms) of market efficiency.

**Questions：**

1. If investors were not risk averse on average, but rather were either risk indifferent (neutral) or even liked risk, would the risk- return concepts presented in this chapter be valid?

2. Define the characteristic line and its beta.

3. Why is beta a measure of systematic risk? What is its meaning?

4. What is the required rate of return of a stock? How can it be measured?

5. Is the security market line constant over time? Why or why not?

6. Suppose that you are highly risk averse but that you still invest in common stocks. Will the beta of the stocks in which you invest be more or less than 1.0? Why?

7. If a security is undervalued in terms of the capital-asset pricing model, what will happen if investors come to recognize this undervaluation?

**Part 3 Tools of Financial Analysis and Planning**

**Chapter 5 Financial Statement Analysis**

Financial Statements

A Possible Framework for Analysis

Balance Sheet Ratios

Income Statement and Income/Balance Sheet Ratios

Trend Analysis

Common-Size and Index Analysis

**Key Learning Points：**

Balance Sheet Ratios

Income Statement and Income/Balance Sheet Ratios

**课程思政切入点：**在学习利用财务指标分析公司财务状况的同时，通过国家降杠杆政策等政策分析，讲解在进行财务分析时，表外因素以及财务报表真实性的重要性，并进一步强调职业道德和如何结合非财务信息对企业状况进行综合分析。。

**Objectives：**

After Studying Chapter 5, you should be able to: Understand the purpose of basic financial statements and their contents. Understand what is meant by “convergence” in accounting standards. Explain why financial statement analysis is important to the firm and to outside suppliers of capital. Define, calculate, and categorize (according to liquidity, financial leverage, coverage, activity, and profitability) the major financial ratios and understand what they can tell us about the firm. Define, calculate, and discuss a firm’s operating cycle and cash cycle. Use ratios to analyze a firm's health and then recommend reasonable alternative courses of action to improve the health of the firm. Analyze a firm’s return on investment (i.e., “earning power”) and return on equity using a DuPont approach. Understand the limitations of financial ratio analysis. Use trend analysis, common-size analysis, and index analysis to gain additional insights into a firm's performance.

**Questions：**

1. What is the purpose of a balance sheet? An income statement?

2. Why is the analysis of trends in financial ratios important?

3. Auxier Manufacturing Company has a current ratio of 4 to 1 but is unable to pay its bills. Why?

4. Can a firm generate a 25% return on assets and still be technically insolvent (unable to pay its bills)? Explain.

5. The traditional definitions of collection period and inventory turnover are criticized because in both cases balance sheet figures that are a result of approximately the last month of sales are related to annual sales (in the former case) or annual cost of goods sold (in the latter case). Why do these definitions present problems? Suggest a solution.

6. Explain why a long-term creditor should be interested in liquidity ratios?

7. Which financial ratios would you be most likely to consult if you were the following?

a. A banker considering the financial of seasonal inventory

b. A wealthy equity investor

c. The manager of a pension fund considering the purchase of a firm’sbonds

d. The president of a consumer products firm

8. In trying to judge whether a company has too much debt, what financial ratios would you use and for that purpose?

9. Why might it be possible for a company to make large operating profits, yet still be unable to meet debt payments when due? What financial ratios might be employed to detect such a condition?

10. Does increasing a firm’s inventory turnover ratio increase its profitability? Why should this ratio be computed using cost of goods sold (rather than sales, as is done by some compilers of financial statistics)?

**Chapter 6 Fund Analysis, Cash-Flow Analysis, and Financial Planning**

Flow of Funds (Sources and Uses) Statement

Accounting Statement of Cash Flows

Cash-Flow Forecasting

Range of Cash-Flow Estimates

Forecasting Financial Statements

**Key Learning Points：**

Forecasting Financial Statements

**Objectives：**

After Studying Chapter 6, you should be able to: Explain the difference between the flow of funds (sources and uses of funds) statement and the statement of cash flows – and understand the benefits of using each. Define "funds" and identify sources and uses of funds. Create a sources and uses of funds statement, make adjustments, and analyze the final results. Describe the purpose and content of the statement of cash flows as well as implications that can be drawn from it. Prepare a cash budget from forecasts of sales, receipts, and disbursements – and know why such a budget should be flexible. Develop forecasted balance sheets and income statements. Understand the importance of using probabilistic information in forecasting financial statements and evaluating a firm's condition.

**Questions：**

1. Contrast flow of funds (sources and uses) statements with cash budgets as planning tools.

2. What is the purpose of a statement of cash flow?

3. Discuss the benefits that can be derived by the firm from cash budgeting.

4. Explain why selling inventory to credit customers is considered a source of funds when in fact no “funds” were generated?

5. Is depreciation a source of funds? Under what conditions might the “source” dry up?

6. Why do bankers closely analyze cash flow statements and/or sources and uses of funds statements in considering credit applications?

7. What are the major points of difference between a cash budget and the sources and uses of funds statement?

8. On what items should the financial manager concentrate in order to improve the accuracy of the cash budget? Explain your reasoning.

9. Why is the sales forecast so important in preparing the cash budget?

10. What are the two principal ways by which one can prepare forecast financial statements?

**Part 4 Working Capital Management**

**Chapter 7 Overview of Working Capital Management**

Working Capital Concepts

Working Capital Issues

Financing Current Assets: Short-Term and Long-Term Mix

Combining Liability Structure and Current Asset Decisions

**Key Learning Points：**

Working Capital Concepts

Combining Liability Structure and Current Asset Decisions

**课程思政切入点：**在实践中，应收账款和存货通常被称为“两金”。近年来，国资委意识到国有企业中存在“两金”规模过高的现象。自2015年开始，包括国资委在内的，中共中央办公厅、国务院办公厅等各部门下发多个文件，要求国有企业对“两金”开展控制管理工作。在政策的推动下，国有企业积极开展“降两金”行动，“两金”占流动资产比重呈下降趋势，“两金”增幅也低于收入增幅，控制管理工作取得显著效果。“两金”规模不仅是国有企业值得注意的问题，也是一般企业需要关注的管理工作。国有企业的“两金”控制管理工作也值得一般企业学习与借鉴。

**Objectives：**

After Studying Chapter 7 you should be able to: Explain how the definition of "working capital" differs between financial analysts and accountants. Understand the two fundamental decision issues in working capital management – and the trade-offs involved in making these decisions. Discuss how to determine the optimal level of current assets. Describe the relationship between profitability, liquidity, and risk in the management of working capital. Explain how to classify working capital according to its “components” and according to “time” (i.e., either permanent or temporary). Describe the hedging (maturity matching) approach to financing and the advantages/disadvantages of short- versus long-term financing. Explain how the financial manager combines the current asset decision with the liability structure decision.

**Questions：**

1. What does working capital management encompass? What functional decisions are involved, and what underlying principle or trade-off influences the decision process?

2. Utilities hold 10% of total assets in current assets; retail trade industries hold 60% of total assets in current assets. Explain how industry characteristics account for this difference.

3. Distinguish between “temporary” and “permanent” working capital.

4. If the firm adopts a hedging (maturity matching) approach to financing, how would it finance its current assets?

5. Some firms finance their permanent working capital with short-term liabilities (commercial paper and short-term notes). Explain the impact of this decision on the profitability and risk of these firms.

6. Suppose that a firm finances its seasonal (temporary) current assets with long-term funds. What is the impact of this decision on the profitability and risk of this firm?

7. At times, long-term interest rates are lower than short-term rates, yet the discussion in the chapter suggests that long-term financing is more expensive. If long-term rates are lower, should the firm finance itself entirely with long-term debt?

8. How does shortening the maturity composition of outstanding debt increase the firm’s risk? Why does increasing the liquidity of the firm’s assets reduce the risk?

9. What are the costs of maintaining too large a level of working capital? Too small a level of working capital?

10. How is a margin of safety provided for in working capital management?

**Chapter 8 Cash and Marketable Securities Management**

Motives for Holding Cash

Speeding Up Cash Receipts

S-l-o-w-i-n-g D-o-w-n Cash Payouts

Electronic Commerce

Outsourcing

Cash Balances to Maintain

Investment in Marketable Securities

**Key Learning Points：**

Cash Balances to Maintain

Investment in Marketable Securities

**Objectives：**

After Studying Chapter 8, you should be able to: List and explain the motives for holding cash. Understand the purpose of efficient cash management. Describe methods for speeding up the collection of accounts receivable and methods for controlling cash disbursements. Differentiate between remote and controlled disbursement, and discuss any ethical concerns raised by either of these two methods. Discuss how electronic data interchange (EDI) and outsourcing each relates to a company’s cash collections and disbursements. Identify the key variables that should be considered before purchasing any marketable securities. Define the most common money-market instruments that a marketable securities portfolio manager would consider for investment. Describe the three segments of the marketable securities portfolio and note which securities are most appropriate for each segment and why.

**Questions：**

1. Define the function of cash management?

2. Explain the concept of concentration banking.

3. Explain how the lockbox system can improve the efficiency of cash management.

4. Money market instruments are used as investment vehicles for otherwise idle cash. Discuss the most important criterion for asset selection in investing temporarily idle cash.

5. Discuss the impact of lockbox banking on corporate cash balance.

6. What are compensating ban balance, and why are they not the same for all depositors?

7. What is net float? How might a company “play the float” in its disbursements?

8. Under what conditions would it be possible for a company to hold no cash or marketable securities? Are these conditions realistic?

9. What are the three motives for holding cash?

10. What is outsourcing? Why might a company outsource some or all of its cash management processes? What is business processing outsourcing (BPO)?

**Chapter 9 Accounts Receivable and Inventory Management**

Credit and Collection Policies

Analyzing the Credit Applicant

Inventory Management and Control

**Key Learning Points：**

Analyzing the Credit Applicant

Inventory Management and Control

**Objectives：**

After Studying Chapter 9, you should be able to: List the key factors that can be varied in a firm's credit policy and understand the trade-off between profitability and costs involved. Understand how the level of investment in accounts receivable is affected by the firm's credit policies. Critically evaluate proposed changes in credit policy, including changes in credit standards, credit period, and cash discount. Describe possible sources of information on credit applicants and how you might use the information to analyze a credit applicant. Identify the various types of inventories and discuss the advantages and disadvantages of increasing/decreasing inventories. Describe, explain, and illustrate the key concepts and calculations necessary for effective inventory management and control, including classification, economic order quantity (EOQ), order point, safety stock, and just-in-time (JIT).

**Questions：**

1. Is it always good policy to reduce the firm’s bad debts by “getting rid of the deadbeats”?

2. Is an increase in the collection period necessarily bad? Explain.

3. What are the principal factors that can be varied in setting credit policy?

4. If credit standards for the quality of accounts accepted are changed, what things are affected?

5. Why is the saturation point reached in spending money on collections?

6. What is the purpose of establishing a line of credit for an account? What are the benefits of this arrangement?

7. The analysis of inventory policy is analogous to the analysis of credit policy. Propose a measure to analyze inventory policy that is analogous to the aging of accounts receivable.

8. What are the principal implications to the financial manager of ordering costs, storage costs, and cost of capital as they relate to inventory?

9. Explain how efficient inventory management affects the liquidity and profitability of the firm.

10. How can the firm reduce its investment in inventories? What costs might the firm incur from a policy of very low inventory investment?

11. Do inventories represent an investment in the same sense as fixed assets?

12. Should the required rate of return for investment in inventories of raw materials be the same as that for finished goods?

**Part 5 Investment in Capital Assets**

**Chapter 10 Capital Budgeting and Estimating Cash Flows**

The Capital Budgeting Process

Generating Investment Project Proposals

Estimating Project “After-Tax Incremental Operating Cash Flows”

**Key Learning Points：**

Estimating Project “After-Tax Incremental Operating Cash Flows”

**Objectives：**

After Studying Chapter 10, you should be able to: Define capital budgeting and identify the steps involved in the capital budgeting process. Explain the procedure to generate long-term project proposals within the firm. Justify why cash, not income, flows are the most relevant to capital budgeting decisions. Summarize in a “checklist” the major concerns to keep in mind as one prepares to determine relevant capital budgeting cash flows. Define the terms “sunk cost” and “opportunity cost” and explain why sunk costs must be ignored, while opportunity costs must be included, in capital budgeting analysis. Explain how tax considerations, as well as depreciation for tax purposes, affects capital budgeting cash flows. Determine initial, interim, and terminal period “after-tax, incremental, operating cash flows” associated with a capital investment project.

**Questions：**

1. When relevant project cash flows are examined, why is an increase in tax depreciation at first deducted and then later added back in determining incremental net cash flow for a period?

2. In capital budgeting, should the following be ignored, or rather added subtracted from the new machine’s purchase price when estimating initial cash outflow? When estimating the machine’s depreciable basis?

a. the market value of the old machine is $500, the old machine has a remaining useful life, and the investment is a replacement decision.

b. An additional investment in inventory of $2,000 is required.

c. $200 is required to ship the new machine to the plant site.

d. A concrete foundation for the new machine will cost $250.

e. Training of the machine operator will cost $300.

3. In determining the expected cash flows from a new investment project, why should past sunk costs be ignored in the estimates?

4. Discuss the adjustments in the capital budgeting process that should be made to compensate for expected inflation.

5. What is the purpose of requiring more levels of management approval, the larger the proposed capital expenditure? Is more information also required in support of the request?

6. What is the difference between a product expansion and an equipment replacement investment?

**Chapter 11 Capital Budgeting Techniques**

Payback Period (PBP)

Internal Rate of Return (IRR)

Net Present Value (NPV)

Profitability Index (PI)

**Key Learning Points：**

Internal Rate of Return (IRR)

Net Present Value (NPV)

**课程思政切入点：**主要从企业的社会责任，尤其是国有企业的社会承担与项目投资来与思政内容进行结合。具体而言，国有企业承担了很多涉及国计民生的任务，偏远地区的交通设施、通信设施建设很可能是NPV小于零的项目，但是企业依旧会选择投资。

**Objectives：**

After Studying Chapter 11, you should be able to: Understand the payback period (PBP) method of project evaluation and selection, including its: (a) calculation; (b) acceptance criterion; (c) advantages and disadvantages; and (d) focus on liquidity rather than profitability. Understand the three major discounted cash flow (DCF) methods of project evaluation and selection – internal rate of return (IRR), net present value (NPV), and profitability index (PI). Explain the calculation, acceptance criterion, and advantages (over the PBP method) for each of the three major DCF methods. Define, construct, and interpret a graph called an “NPV profile.” Understand why ranking project proposals on the basis of IRR, NPV, and PI methods “may” lead to conflicts in rankings. Describe the situations where ranking projects may be necessary and justify when to use either IRR, NPV, or PI rankings. Understand how “sensitivity analysis” allows us to challenge the single-point input estimates used in traditional capital budgeting analysis. Explain the role and process of project monitoring, including “progress reviews” and “post-completion audits.”

**Questions：**

1. Explain what is meant by the time value of money. Why is a bird in the hand worth two (or so) in the bush? Which capital budgeting approach ignores this concept? Is it optimal?

2. Why does the payback period bias the process of asset selection toward short-lived assets?

3. Why does the net present value method favor larger projects over smaller ones when used to choose between mutually exclusive projects? Is this a problem?

4. Contrast the internal rate of return method of project evaluation and selection with the net present value method. Why might these two discounted cash flow techniques lead to conflict in project ranking?

5. Although it is conceptually unsound, the payback period is very popular in business as a criterion for assigning priorities to investment projects. Why is it unsound, and why is it popular?

6. What are mutually exclusive investment projects? What is a dependent project?

7. Is the economic efficiency of a country enhanced by the use of modern capital budgeting techniques? Why?

8. If capital rationing is not optimal, why would any company use it?

9. The internal rate of return method implies that intermediate cash flows are reinvested at the internal rate of return. Under what circumstances is this assumption likely to lead to a seriously biased measure of the economic return from the project?

**Chapter 12 Risk and Managerial (Real) Options in Capital Budgeting**

The Problem of Project Risk

Total Project Risk

Contribution to Total Firm Risk: Firm-Portfolio Approach

Managerial Options

**Key Learning Points：**

Total Project Risk

Contribution to Total Firm Risk: Firm-Portfolio Approach

**Objectives：**

After Studying Chapter 12, you should be able to: Define the "riskiness" of a capital investment project. Understand how cash-flow riskiness for a particular period is measured, including the concepts of expected value, standard deviation, and coefficient of variation. Describe methods for assessing total project risk, including a probability approach and a simulation approach. Judge projects with respect to their contribution to total firm risk (a firm-portfolio approach). Understand how the presence of managerial (real) options enhances the worth of an investment project. List, discuss, and value different types of managerial (real) options.

**Questions：**

1. Why should we be concerned with risk in capital budgeting? Why not just work with the expected cash flows as we did in chapter 13?

2. Is the standard deviation an adequate measure of risk? Can you think of a better measure?

3. How do you go about “standardizing” the dispersion of a probability distribution to generalizations about the risk of a project?

4. Risk in capital budgeting can be judged by analyzing the probability distribution of possible returns. What shape distribution would you expect to find for a sage project whose returns were absolutely certain? For a very risky project?

5. In a probability tree approach to project risk analysis, what are initial, conditional, and joint probabilities?

6. What are managerial options and why are they important?

7. Why should the risk-free rate be used for discounting cash flows to their present value when evaluating the risk of capital investments?

8. What are the benefits of using simulation to evaluate capital investment projects?

9. What roles does the correlation between net present values play in the risk of a portfolio of investment project?

10. What is meant by “dominance” in a portfolio sense?

11. Under a portfolio approach how would we know whether particular projets were accepted or rejected?

12. In general terms, what determines the value of a managerial option?

13. Name the various types of managerial option, and describe how they differ from one another.

**Part 6 The Cost of Capital, Capital Structure, and Dividend Policy**

**Chapter 13 Required Returns and the Cost of Capital**

Creation of Value

Overall Cost of Capital of the Firm

Project-Specific Required Rates

Group-Specific Required Rates

Total Risk Evaluation

**Key Learning Points：**

Overall Cost of Capital of the Firm

Project-Specific Required Rates

Group-Specific Required Rates

**Objectives：**

After Studying Chapter 13, you should be able to: Explain how a firm creates value and identify the key sources of value creation. Define the overall “cost of capital” of the firm. Calculate the costs of the individual components of a firm’s cost of capital - cost of debt, cost of preferred stock, and cost of equity. Explain and use alternative models to determine the cost of equity, including the dividend discount approach, the capital-asset pricing model (CAPM) approach, and the before-tax cost of debt plus risk premium approach. Calculate the firm’s weighted average cost of capital (WACC) and understand its rationale, use, and limitations. Explain how the concept of economic Value added (EVA) is related to value creation and the firm’s cost of capital. Understand the capital-asset pricing model's role in computing project-specific and group-specific required rates of return.

**Questions：**

1. Why is it important to use marginal weights in calculating a weighted average cost of capital?

2. Under what circumstances is it appropriate to use the weighted average cost of capital as an acceptance criterion?

3. Do the funds provided by sources such as accounts payable and accruals have a cost of capital? Explain.

4. With a dividend discount model, how do you estimate the cost of equity capital? What is the critical variable in this model?

5. What is the critical assumption inherent in the capital-asset pricing model as it relates to the acceptance criterion for risky investments?

6. What is the purpose of proxy companies in the application of the capital-asset pricing model to estimating required returns?

7. Distinguish a project-specific required return from a group- specific required return.

8. What is the risk-adjusted discount rate (RADR) approach to project selection? How is it similar to the CAPM approach? How is it different from the CAPM approach?

9. Should companies in the same industry have approximately the same required rates of return on investment projects? Why or why not?

10. Should a company with multiple divisions establish separate required rates of return, or costs of capital, for each division as opposed to using the company’s overall cost of capital? Explain.

11. What are the sources of value creation through capital investment decisions?

**Chapter 14 Dividend Policy**

Passive Versus Active Dividend Policies

Factors Influencing Dividend Policy

Dividend Stability

Stock Dividends and Stock Splits

**Key Learning Points：**

Stock Dividends and Stock Splits

Stock Repurchase

**思政课程目标：**强制上市公司分红是中国资本市场改革的重要方向之一，但高分红同样存在隐患。通过对“九牧王”高分红案例进行分析。该公司“高分红”的背后存在大股东在稳定股价的前提下变向套现的嫌疑，而中小股东则可能在股价的前期炒作中利益受损。因此，指出细化上市公司分红规则，防范分红过程中大股东的道德风险仍是当前的重要课题。

**Objectives：**

After Studying Chapter 14, you should be able to: Understand the dividend retention versus distribution dilemma faced by the firm. Explain the Modigliani and Miller (M&M) argument that dividends are irrelevant. Explain the counterarguments to M&M - that dividends do matter. Identify and discuss the factors affecting a firm's dividend and retention of earnings policy. Define, compare, and justify cash dividends, stock dividends, stock splits, and reverse stock splits. Define “stock repurchase” and explain why (and how) a firm might repurchase stock. Summarize the standard cash dividend payment procedures and critical dates. Define and discuss dividend reinvestment plans (DRIPs).

**Questions：**

1. Contrast a passive dividend policy with an active one.

2. How do taxes affect the return to different investors? Are taxes a consideration in the dividend policy decision?

3. Why do companies with high growth rates tend to have low dividend-payout ratios and companies with low growth rates tend to have high dividend-payout ratios?

4. What is financial signaling as it relates to cash dividends, stock dividends/ splits, and stock repurchase?

5. From a managerial standpoint, how do a firm’s liquidity and ability to borrow affect its dividend-payout ratio?

6. What is a target dividend-payout ratio? An extra cash dividend?

7. Define a stock dividend and a stock split. What is the impact of each on share value?

8. Are stock dividends valuable to investors? Why or why not?

9. As an investor, would you prefer the firm to repurchase its common stock by means of a self-tender offer or through open-market operations? Why?

10. When earnings falter, why are boards of directors of companies reluctant to reduce the dividend?

11. What is a dividend reinvestment plan (DRIP) and how might it help shareholders?

12. Is dividend policy a type of financing decision or is it a type of investment decision? Explain.

五、考核方式、成绩评定

Open book exam is recommended as final exam method.

Grades:

Homework and test in classroom: 30%;

Final Examination: 70%.

六、主要参考书及其他内容

[1] 詹姆斯 C. 范霍恩，小约翰 M. 瓦霍维奇．财务管理基础．北京：清华大学出版社．2014年6月．

[2] 理查德A. [布雷利](http://search.dangdang.com/?key2=布雷利&medium=01&category_path=01.00.00.00.00.00)，斯图尔特C. [迈尔斯](http://search.dangdang.com/?key2=迈尔斯&medium=01&category_path=01.00.00.00.00.00)，弗兰克林·[艾伦](http://search.dangdang.com/?key2=艾伦&medium=01&category_path=01.00.00.00.00.00)．公司财务原理．北京：[机械工业出版社](http://search.dangdang.com/?key=&key3=%BB%FA%D0%B5%B9%A4%D2%B5%B3%F6%B0%E6%C9%E7&medium=01&category_path=01.00.00.00.00.00" \o "机械工业出版社). 2013年1月．

[3] 斯蒂芬 A. 罗斯，伦道夫 W. 韦斯特菲尔德，杰弗利 F. 杰富．公司理财．北京：机械工业出版社．2012年1月．

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