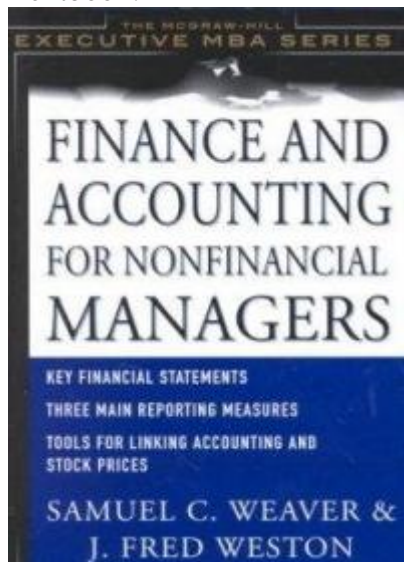


**IMBA PROGRAM**  
**COLLEGE OF COMMERCE**  
**NATIONAL CHENGCHI UNIVERSITY**  
**( Special Topics on Profit Model )**  
**Fall 2013**

**A. Instructor: Professor :** Prof. James LIU  
**Office:** IMBA Office  
**E-mail:** drjamesliu@hotmail.com  
**Phone/Fax:** 0931.193.710  
**Class Hours:** Friday evening 1900 to 2200  
**Office Hours:** Appointment only

**B. Books**

Textbook:



Finance and Accounting for Nonfinancial Managers

作者：Weaver, Samuel C./ Weston, J. Fred

出版社：McGraw-Hill

出版日期：2001年05月01日

語言：英文 ISBN：0071364331

裝訂：精裝

1. Required: Prof. James LIU's lecturing note  
三經三學，管理與投資決策 (in Chinese ) about 220 pages.  
Financial Statements (Collections) 。
2. Recommended Books:

Annual reports of Apple Inc.

**C. Course Objectives :**

1. To look at business in a form of mathematical model.
2. Business is represented by a set of numbers: derived from financial statements
3. Make use of 16 numbers that represent a business model, work on those 16 numbers, and then gain knowledge about business in order to improve management quality.
4. learn how to manage by numbers, being able to identify strength and weakness through analysis and comparisons, gap analysis and trend analysis.
5. calculate business's economic value ( or intrinsic value), quality of management by numbers
6. comparing with stock price in the market, students would be able to pick good stocks, or undervalued stocks.

**D. Grading Policy**

Mid term report about Apple Inc's strength and weakness and potential risks

Report of reading annual reports of Apple Inc. in the form of profit model

Final project group report of analysis of 4 companies and ppt presentation.

Attendance record and participation in discussion in class.

**E. Important Notes and Policies**

**CLASS SCHEDULE**

#	Date	Content	Text	Reading	Case
1.		Basics of business operation			
2.		Principles of making profits			
3.		Interpreting Financial statements 1			
4.		Interpreting Financial statements 2			
5.		Interpreting Financial statements 3			
6.		Interpreting Financial statements 4			
7.		Quality of Management by numbers 1			
8.		Quality of Management by numbers 2			
9.		Quality of Management by numbers 3			
10.		Investment – general, fundamental analysis			
11.		Investment – Stock market , technical			
12.		Final presentation			
13.		Final presentation			

## 學習成效檢核表 ASSURANCE OF LEARNING CHECK LIST

- 期初 Part I – Before the Semester Begins       期末 Part II – After the Semester Ends

<b><i>Adherence to Mission</i></b>	
<input checked="" type="checkbox"/> Technology 科技	<input checked="" type="checkbox"/> Globalization 國際
<input checked="" type="checkbox"/> Innovation 創新	<input type="checkbox"/> Humanity 人文
<b><i>Adherence to Program Learning Goals</i></b>	
(請各單位助教把系、所、學程英文學習目標貼上，以利老師圈選)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<b><i>Pedagogical Methodologies</i></b>	
<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> e-Learning
<input checked="" type="checkbox"/> Study Group	<input type="checkbox"/> Seminar
<input checked="" type="checkbox"/> Case Study	<input type="checkbox"/> Internship
<input checked="" type="checkbox"/> Project	<input type="checkbox"/> Independent Learning
<input type="checkbox"/> Role-Playing	<input type="checkbox"/> Theater Learning
<input type="checkbox"/> Others _____	
<b><i>Student Abilities Enhancement</i></b>	
<input checked="" type="checkbox"/> Quantitative analysis 數量分析能力	<input type="checkbox"/> Sympathy 同理心
<input checked="" type="checkbox"/> Theory Development and Conceptual Thinking 邏輯思考分析	<input checked="" type="checkbox"/> Teamwork 團隊合作
<input checked="" type="checkbox"/> Strategic Thinking 策略性思考	<input type="checkbox"/> Acceptance of Others 接受意見
<input checked="" type="checkbox"/> Critical Thinking 評論性思考	<input checked="" type="checkbox"/> Confidence 自信心
<input checked="" type="checkbox"/> Quick Thinking 敏捷性思考	<input checked="" type="checkbox"/> Self—management 自我管理
<input checked="" type="checkbox"/> Flexibility 彈性反應與適應力	<input checked="" type="checkbox"/> Professional Knowledge 專業知識
<input checked="" type="checkbox"/> Creativity 創造力	<input checked="" type="checkbox"/> Communication 溝通表達能力
<input checked="" type="checkbox"/> Persistency 堅持力	<input type="checkbox"/> Comprehension Ability 聆聽能力

Others 其他能力: \_\_\_\_\_

Others 其他能力: \_\_\_\_\_

**(Optional)**

<i>Class Presentation</i>	
<i>Rules</i>	
<i>Presentation Score Sheet</i>	<i>~~~suggested grading criterion~~~</i> <ul style="list-style-type: none"><li>● <i>Presentation skills (PowerPoint aesthetics, complementarities of oral and visual communication)</i></li><li>● <i>Language and clarity</i></li><li>● <i>Handling of Q&amp;A (attitude toward criticism and the way of answering)</i></li><li>● <i>The content (richness in information, the structure, value-added in analysis, relevance to the subject)</i></li></ul>

Students are required to read through the assigned annual reports of

Apple Inc. Annual Report

And some selected article from The Economist, or Business Week.