

**IMBA PROGRAM  
COLLEGE OF COMMERCE  
NATIONAL CHENGCHI UNIVERSITY  
( Special Topics on Profit Model )  
Fall 2014**

**A. Instructor: Professor : Prof. James LIU**

**Office: IMBA Office**

**E-mail: drjamesliu@hotmail.com**

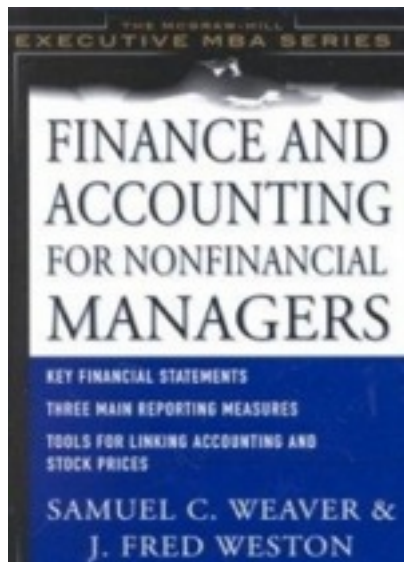
**Phone/Fax: 0931.193.710**

**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
		Basics of business operation			
2.		Principles of making profits			
2					
3.		Interpreting Financial statements 1			
3					
4.		Interpreting Financial statements 2			
4					
5.		Interpreting Financial statements 3			
5					
6.		Interpreting Financial statements 4			
6					

7. 7	Quality of Management by numbers 1			
8. 8	Quality of Management by numbers 2			
9. 9	Quality of Management by numbers 3			
	Investment – general, fundamental analysis			
	Investment – Stock market , technical			
	Final presentation			
	Final presentation			