

IMBA PROGRAM
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY
(Special Topics on Profit Models)
Fall 2015

A. Instructor: Professor : Dr. James J. Liu

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Class Hours: xxx evening.

Office Hours: by appointment only. Via email or phone.

B. Books

1. Textbook: Note from Dr. Liu, and “Graphic forms of business management”.
2. Recommended Books: Annual reports of Apple, UNH, LUV

C. Course Objectives: To make students able to diagnose a business organization and make improvement plan for it. To make students able to pick good companies for stock investment.

D. Grading Policy: Attendance 30%, class interactions 20%, final report 50%.

E. Important Notes and Policies

CLASS SCHEDULE

#	Date	Content	Text	Reading	Case
1.		What is a profit model, and how a business works?. Principles that make a company profitable.	Graphic forms of business management	To be provided before class	LUV
2.		Interpretations of financial statements. Convert a conventional financial statements into 17 numbers.(I)			
3.		Interpretations of financial statements. Convert a conventional financial statements			

		into 17 numbers.(II)			
4.		Interpretations of financial statements. Convert a conventional financial statements into 17 numbers.(III)			
5.		Further interpretations of financial statements Cash flow: Operation: Resources: Risks:			
6.		Further interpretations of financial statements Economic value calculations.			
7.		Model of business in four aspects: Creation of value External competitiveness			
8.		Model of business in four aspects Return of resources Organizational management efficiency			
9.		Profit model chart and interpretations The two dimensional chart to indicate historical development path of a business. Frequently committed mistakes in business management.			
10.		General concept on Investment Bond, stock, credit ratings, Their returns, mechanisms, and tools.			
11.		Macroeconomics and business management What GDP, money supply, interest rate, central bank, FOMC means in business. How to read financial newspapers.			
12.		Final report of 3 companies			
13.		Final report of 3 companies			