朝陽科技大學 096學年度第1學期教學大綱
Business Valuation Analysis 企業評價分析

當期課號	7095	Course Number	7095
授課教師	賴建文	Instructor	,
中文課名	企業評價分析	Course Name	Business Valuation Analysis
開課單位	會計系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	企業評價分析自產業分析開始，經競爭策略分析、會計分析，才進入財務分析，運用財務報表分析之觀念，並繼續討論預測與評價，爲企業評價分析構成一套完整的評價分析程序。	Objectives	This course will provide students a framework for using financial statement data in a variety of business valuation and analysis contexts. Four key analysis components will be introduced in this course: Business strategy analysis, accounting analysis, financial analysis, and prospective analysis. The purposes of this course for students are to evaluate potential new business to acquire as part of investment strategy, to use financial statement to rate and value companies, and to use them as a basis for valuing and analyzing prospective buyouts, mergers, and acquisitions. Students after studying this course will understand corporate strategies that have an opportunity to create inside information from public data, and they will play a valuable role in enabling them to evaluate a firm's current and prospective performance.
教材	1.教科書： Business Analysis and Valuation by Palepu, Healy and Bernard Thomson South-Western Third Edition 2.課堂發給相關期刊論文	Teaching Materials	1.Text Book: Business Analysis and Valuation by Palepu, Healy and Bernard Thomson South-Western Third Edition 2. Journal Paper
成績評量方式	書面報告40% 課堂討論與口頭報告30% 期末考試30%	Grading	Written assignments 40%, presentation 30% and final examination 30%.
教師網頁	_		
教學內容	1.企業評價與分析之整體架構 2.分析與評價工具：包括策略分析、會計分 析、財務分析與總體預測 3.企業分析與評價之應用：包括權益證券分 析、信用分析、公司融資政策與公司治理	Syllabus	1. A framework for business analysis and valuation 2. Business analysis and valuation tools: including strategy analysis, accounting analysis, financial analysis and prospective analysis 3. Business analysis and valuation applications: including equity security analysis, credit analysis, corporate financing policies and corproate governace

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