

朝陽科技大學 097學年度第1學期教學大綱  
Business Valuation Analysis 企業評價分析

當期課號	7093	Course Number	7093
授課教師	阮氏清萍	Instructor	NGUYEN THI, THANH BINH
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，為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 Papers
成績評量方式	期末書面報告 40% 期中口頭報告 40% 課堂參與 20%	Grading	Midterm presentation 40% Final report 40% Class participation 20%
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 corporate governance.

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