

FB5813P: BUSINESS STRATEGY AND VALUATION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Business Strategy and Valuation

Subject Code

FB - College of Business (FB)

Course Number

5813P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

FB5803 Financial Reporting and Analysis for Decision Making

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to facilitate students acquiring:

1. an overview of the financial reporting framework in Hong Kong and mainland China;
2. ability to analyze the business strategy and financial reports using relevant strategy, accounting and financial analysis tools;
3. ability to apply relevant forecasting and valuation tools that incorporate the output from strategy, accounting and financial analysis in business valuation and investment decisions.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate reasonable level of knowledge regarding the regulatory and framework of financial reporting in Hong Kong and mainland China	10	x	x	
2	Analyse the business strategy and the contents of a set of financial reports by using relevant strategy, accounting and financial analysis tools to understand firms' current and future financial performance	35	x	x	x
3	Apply relevant forecasting and valuation tools that incorporate the output from strategy, accounting and financial analysis in business valuation and investment decisions	35	x	x	
4	Communicate effectively in verbal, written and electronic formats	20	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Brief lectures	Illustrate and explain important concepts. The discussion shall be supplemented by examples, both hypothetical and real life situational.	1, 2, 3, 4	

2	In-class learning activities	They are problems designed and used for illustration purposes. Students are encouraged to solve these problems. Lecturer will provide guidance to students in problem solving.	1, 2, 3, 4	
3	Real life case analyses	They are introduced throughout the course to provide simulated experiences for students to familiarize with practical application of the knowledge and skills acquired in the course.	1, 2, 3, 4	
4	Group project	Students will complete a group project related to case studies that synthesize the business communication topics.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Individual Assignment	1, 2, 3, 4	40	-	Yes
2	Class Learning Activities	1, 2, 3, 4	20	-	Yes
3	Group Project	1, 2, 3, 4	40	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Individual Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Demonstrate an excellent understanding of the topics covered.

Good

(B+, B, B-) Demonstrate a good understanding of the topics covered.

Fair

(C+, C, C-) Demonstrate an adequate understanding of the topics covered.

Marginal

(D) Demonstrate basic understanding of the topics covered.

Failure

(F) Unable to demonstrate basic understanding of the topics covered.

Assessment Task

2. Class Learning Activities (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Demonstrate an excellent ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Good

(B+, B, B-) Demonstrate a good ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Fair

(C+, C, C-) Demonstrate an adequate ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Marginal

(D) Demonstrate basic ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Failure

(F) Unable to demonstrate basic ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Assessment Task

3. Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Demonstrate excellent competence in presenting the main issues and giving solutions to the case study assigned.

Good

(B+, B, B-) Demonstrate good competence in presenting the main issues and giving solutions to the case study assigned.

Fair

(C+, C, C-) Demonstrate adequate competence in presenting the main issues and giving solutions to the case study assigned.

Marginal

(D) Demonstrate basic competence in presenting the main issues and giving solutions to the case study assigned.

Failure

(F) Unable to demonstrate basic competence in presenting the main issues and giving solutions to the case study assigned.

Assessment Task

1. Individual Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Demonstrate an excellent understanding of the topics covered.

Good

(B+, B) Demonstrate a good understanding of the topics covered.

Marginal

(B-, C+, C) Demonstrate basic understanding of the topics covered.

Failure

(F) Unable to demonstrate basic understanding of the topics covered.

Assessment Task

2. Class Learning Activities (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Demonstrate an excellent ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Good

(B+, B) Demonstrate a good ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Marginal

(B-, C+, C) Demonstrate basic ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Failure

(F) Unable to demonstrate basic ability to apply strategy, accounting, financial, forecasting and valuation tools in understanding firms' financial performance and fundamental values and to propose solution for financial problem identified.

Assessment Task

3. Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Demonstrate excellent competence in presenting the main issues and giving solutions to the case study assigned.

Good

(B+, B) Demonstrate good competence in presenting the main issues and giving solutions to the case study assigned.

Marginal

(B-, C+, C) Demonstrate basic competence in presenting the main issues and giving solutions to the case study assigned.

Failure

(F) Unable to demonstrate basic competence in presenting the main issues and giving solutions to the case study assigned.

Part III Other Information

Keyword Syllabus

Financial Reporting Functions; Regulatory Framework; Strategy Analysis; Accounting Analysis, Financial Analysis; Performance Forecasting; Valuation; Investment.

Reading List

Compulsory Readings

Title	
1	姜国华 财务报表分析与证券投资 北京大学出版社
2	肖星 一本书读懂财报 浙江大学出版社

Additional Readings

Title	
1	国家会计学院会计硕士专业学位MPACC系列教材·财务报表分析: 理论框架方法与案例 (主编: 黄世忠)
2	上海国家会计学院CFO丛书·财务报表分析 (主编: 上海国家会计学院)
3	Business Analysis and Valuation: IFRS Edition (Latest Edition), CENGAGE Learning EMEA (Authors: K.G. Palepu, V.L. Bernard, P.M. Healy and E. Peek)
4	Penman, S., Financial Statement Analysis and Security Valuation Latest Edition, McGraw Hill (Author: Steve H. Penman).
5	从报表看企业, 数字背后的秘密 (作者: 张新民)