# FB6931: CORPORATE FINANCIAL STRATEGY

## New Syllabus Proposal

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**Effective Term**

Semester A 2025/26

## Part I Course Overview

**Course Title**

Corporate Financial Strategy

**Subject Code**

FB - College of Business (FB)

**Course Number**

6931

**Academic Unit**

College of Business (CB)

**College/School**

College of Business (CB)

**Course Duration**

One Semester

**Credit Units**

2

**Level**

P5, P6 - Postgraduate Degree

**Medium of Instruction**

English

**Medium of Assessment**

English

**Prerequisites**

NIL

**Precursors**

NIL

**Equivalent Courses**

NIL

**Exclusive Courses**

NIL

## Part II Course Details

**Abstract**

This course aims to equip seasoned executives and professionals with the knowledge and skills to make informed financial decisions that maximize shareholder value and drive sustainable growth. Participants will develop the ability to analyze financial data, evaluate investment opportunities, interpret financial models, and formulate effective financial strategies to optimize capital structure, manage risks, and enhance organizational performance.

**Course Intended Learning Outcomes (CILOs)**

| | CILOs | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|---|---|---|---|---|
| 1 | Analyze financial statements and key financial metrics to assess a company's financial health and performance. | | x | x | x |
| 2 | Evaluate investment opportunities, including capital budgeting techniques and risk assessment, to make informed decisions on resource allocation and project selection. | | x | x | x |
| 3 | Develop strategies and formulate plans to optimize capital structure, manage working capital, and utilize financial tools for risk management and value creation. | | x | 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 | Preparatory readings | Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions. | 1, 2, 3 | |
| 2 | Online live sessions | Students participate in online live sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis. | 1, 2, 3 | |

| | | | | |
|---|---|---|---|---|
| 3 | Assignments | Students complete tasks or projects for applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives. | 1, 2, 3 | |

**Assessment Tasks / Activities (ATs)**

| | ATs | CILO No. | Weighting (%) | Remarks ("-" for nil entry) | Allow Use of GenAI? |
|---|---|---|---|---|---|
| 1 | Group and/ or Individual Assignment | 1, 2, 3 | 100 | - | Yes |

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)**

**Assessment Task**

1. Assignments

**Criterion**

Assess students’ ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-)
The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-)
The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
Some new insights and questions offered with clear evidence of learning from the course.

**Fair**

(C+, C, C-)
The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/conceptual framework and the contemporary context.

**Marginal**

(D)
The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context.
No originality, weak justification of conclusions and poorly structured.

**Failure**

(F)
Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

**Assessment Task**

2. Projects

**Criterion**

Assess students’ ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-)
The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-)
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No originality, weak justification of conclusions and poorly structured.

**Failure**

(F)
Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

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**Assessment Task**

3. Essays

**Criterion**

Assess students’ ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-)
The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
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# Part III Other Information

**Keyword Syllabus**

- Financial statements analysis
- Investment evaluation
- Capital budgeting
- Risk assessment
- Capital structure optimization
- Working capital management
- Business Valuation

**Reading List**

**Compulsory Readings**

| | Title |
|---|---|
| 1 | McKinsey (2022) Value-creating M&A. McKinsey & Company |
| 2 | Ross, S. A. et al. (2022) Corporate finance. New York, New York: McGraw-Hill. |
| 3 | Manos, R., K. Parker and D. R. Myddelton (2023) Corporate Finance for Business: The Essential Concepts. Cham, Switzerland: Springer Nature Switzerland AG. |
| 4 | Ferri, S., F. Ricci (2021) Financial strategies for distressed companies: a critical analysis and operational tools. Cham, Switzerland: Springer. |