



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	財務管理				
英文課程名稱 Course Name in English	Financial Management				
科目代碼 Course Code	DMSI20010	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course including the latest developments in corporate finance theory and practice that help students to apply theory to solve financial problems					
系教育目標 Dept.' s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備以資訊技術協助企業運作與商業管理之知識與應用能力				
B	具備邏輯思考、問題分析與解決之能力				
C	具備溝通協調與團隊合作之能力				
D	具備創新思維之能力				
E	具備國際視野及外語溝通之能力				

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated
課程大綱 Course Outline
Introduction to Financial Statement Analysis Arbitrage and Financial Decision Making The Time Value of Money Interest Rates Investment Decision Rules Fundamentals of Capital Budgeting Valuing Bonds Valuing Stocks Capital Markets and the Pricing of Risk Optimal Portfolio Choice and the Capital Asset Pricing Model
資源需求評估（師資專長之聘任、儀器設備的配合．．．等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)
Projector Computer Handouts
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods
Lecture Assignment Question and Answer Tests
其他 Miscellaneous