

國立中山大學 114學年度第2學期 課程教學大綱

National Sun Yat-sen University 114Academic year Course syllabus

中文名稱 Course name(Chinese)	公司理財分析			課號 Course Code	EMBA901A
英文名稱 Course name(English)	ANALYSIS IN CORPORATE FINANCE				
課程類別 Type of the course	講授類	必選修 Required/Selected	必修	系所 Dept./faculty	管理學院高階經營碩士學程在職專班
授課教師 Instructor	邱敬賢 蔡佳芬			學分 Credit	1.5

課程大綱 Course syllabus

本課程教學大綱已提供完整英文資訊（本選項僅供統計使用，未提供完整英文資訊者，得免勾記）【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

邱敬賢：

公司治理

公司投資決策

公司融資決策

台灣本土個案討論

Corporate governance

Corporate investment decisions

Corporate financing decisions

Case study in the Taiwanese company

蔡佳芬：

行為公司財務概論

經理人特性與公司財務決策

經理人補償制度、展望理論與企業社會責任投資決策

市場情緒與公司財務決策

Introduction to behavioral Corporate finance

Manager characteristics and corporate financial decisions

Manager compensation, Prospect Theory and CSR investment decision

Market sentiment and corporate financial decisions

課程目標 Objectives

建立學生關於公司理財架構的基本認識，並對特定主題進行進一步探討。

To develop students' basic understanding of corporate finance and further explore specific topics.

授課方式 Teaching methods

課堂講授，課堂討論，個案研究

Lecture; Class discussion; Case study

評分方式〔評分標準及比例〕Evaluation (Criteria and ratio)等第制單科成績對照表 letter grading reference

- 1.課程參與及討論 Class Participation and discussion : 50%
- 2.報告 Report/Presentation : 50%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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序號	作者	書名	出版社	出版年	出版地	ISBN#
No.	Author	Title	Publisher	Year of publish	Publisher place	ISBN#
1		上課相關教材與財務個案				
2	鍾惠民、邱敬賢、王國強、王燈山	財務管理個案：策略與分析（系列四）	新陸文化	2019	Taiwan	9789869745208
3	鍾惠民、王燈山、邱敬賢	財務管理個案：策略與分析（系列三）	新陸文化	2015	Taiwan	9789865761554

課程時數規劃 Course Hour Planning

本校自114學年度起實施學期16週，課程（含期末考試）應於16週內完成。學分之計算仍以1學分18小時為原則。教師課程時數安排得選擇「16週+自主學習規劃」或「16週+實體上課規劃」。

Starting from the 114th academic year, the university will implement a 16-week course schedule, and all courses (including final examinations) must be completed within this 16-week time frame while maintaining the standard of 18 hours of instruction per credit. Instructors can choose between "16-weeks + Alternative learning periods" or "16-weeks + In-person classes."

本門課程為「16週+自主學習規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「B.自主學習規劃」欄位填寫每1學分2小時學生自主學習內容。

16 weeks + alternative learning periods: The instructor will include a 16-week course plan in the weekly scheduled progress section (16 hours of instruction per credit) and provide details of the learning plan (two hours of activity per credit) in the alternative learning period section.

本門課程為「16週+實體上課規劃」：教師需於「A.每週課程內容及預計進度」欄位填寫16週課程進度，並於「C.實體上課規劃」填寫2次授課內容及主題，且於學期16週內完成。

16 weeks + in-person classes: The instructor will include a 16-week course plan in the weekly scheduled progress section (16 hours of instruction per credit) and specify the content and topics of the 2 in-person classes in the in-person class plan section, and must be completed within this 16-week time frame.

A.每週課程內容及預計進度 Weekly scheduled progress

全英課程之授課內容及主題應以英文或雙語呈現

For courses taught entirely in English, the content and topics should be presented in English or bilingually.

週次	日期	授課內容及主題
Week	Date	Content and topic
1	2026/02/22~2026/02/28	公司理財概論 Introduction to corporate finance
2	2026/03/01~2026/03/07	財務投資概論 Introduction to Investment
3	2026/03/08~2026/03/14	公司治理與個案討論 Corporate governance and case study
4	2026/03/15~2026/03/21	公司治理與個案討論 Corporate governance and case study
5	2026/03/22~2026/03/28	公司投資決策與個案討論 Corporate investment decisions and case study
6	2026/03/29~2026/04/04	公司投資決策與個案討論 Corporate investment decisions and case study
7	2026/04/05~2026/04/11	公司融資決策與個案討論 Corporate financing decisions and case study
8	2026/04/12~2026/04/18	公司融資決策與個案討論 Corporate financing decisions and case study
9	2026/04/19~2026/04/25	行為公司財務概論 Introduction to behavioral Corporate finance
10	2026/04/26~2026/05/02	行為公司財務概論 Introduction to behavioral Corporate finance
11	2026/05/03~2026/05/09	經理人特性與公司財務決策 Manager characteristics and corporate financial decisions
12	2026/05/10~2026/05/16	經理人特性與公司財務決策 Manager characteristics and corporate financial decisions
13	2026/05/17~2026/05/23	經理人補償制度、展望理論與企業社會責任投資決策 Manager compensation, Prospect Theory and CSR investment decision
14	2026/05/24~2026/05/30	經理人補償制度、展望理論與企業社會責任投資決策 Manager compensation, Prospect Theory and CSR investment decision
15	2026/05/31~2026/06/06	市場情緒與公司財務決策 Market sentiment and corporate financial decisions
16	2026/06/07~2026/06/13	市場情緒與公司財務決策 Market sentiment and corporate financial decisions

B.自主學習規劃 Alternative learning periods

課程規劃學生自主學習內容（每1學分2小時）

Alternative learning periods planned for the course (with each credit corresponding to two hours of activity)

本門課程規劃學生彈性或自主學習內容（每1學分2小時）：

Alternative learning periods planned for the course (each credit corresponds to two hours of activity):

學生自主學習活動 Alternative learning periods	勾選或填寫規劃內容 Place a check in the appropriate box or provide details	時數 Number of hours
學生分組實作及討論 Group work and discussion	<input type="checkbox"/>	
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments	<input type="checkbox"/>	
參與校內外活動（研習營、工作坊、參訪）或競賽 Participation in on- or off-campus activities (e.g., seminars, workshops, and visits) or competitions	<input type="checkbox"/>	
課外閱讀 Extracurricular reading	<input checked="" type="checkbox"/>	
線上數位教材學習 Learning with online digital learning materials	<input type="checkbox"/>	
其他（請填寫規劃內容） Other (please provide details)	<input type="checkbox"/>	

C. 實體上課規劃 In-Person Class Plan

若無規劃學生自主學習，則請教師規劃2次實體上課(每1學分2小時)，應於學期16週內完成實體上課（含期末考試），實體上課時間由師生自行討論，得利用週三下午4-7點或其他時段進行。

If there are no alternative learning periods planned for the course, the instructor should plan 2 in-person classes (2 hours of activity per credit). in-person class must be completed within this 16-week time frame(including final examinations). In-person Class schedules can be arranged through discussions between instructors and students, utilizing Wednesday 4:00PM-7:00PM or other suitable time slots.

*第一次實體上課內容及主題 (Content and topic for the first In-Person class) :

*第二次實體上課內容及主題 (Content and topic for the second In-Person class) :

課業討論時間 Office hours

時段1 Time period 1:
時間 Time : 星期三14:00-16:00
地點 Office/Laboratory : 教師研究室
時段2 Time period 2 :
時間 Time : 星期一12:00-14:00
地點 Office/Laboratory : 教師研究室

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university	課堂活動與評量方式 Class activities and evaluation										
	本課程欲培養之能力與素養 This course enables students to achieve.	紙筆考試或測驗 Test.	課堂討論(含個案討論) Group discussion (case analysis).	個人書面報告、作業、作品、實驗 Individual paper report/ assignment/ work or experiment.	群組書面報告、作業、作品、實驗 Group paper report/ assignment/ work or experiment.	個人口頭報告 Individual oral presentation.	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習 Off-campus visit and intership.	證照/檢定 License.	參與課程規劃之校內外活動及競賽 Participate in off-campus/ on-campus activities and competitions.	課外閱讀 Outside reading.
※系所學生專業能力 Basic disciplines and core capabilities of the department											
1.瞭解國際管理新知 1. Exploring updated knowledge of International Business.	V		V								
2.高階經營人才的再培育 2. Re-educating senior working professionals.	V		V	V	V						
3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas.											
4.跨行業交流互動與團隊友 4. Cross-industry communication and teamwork.	V				V						

- SDG10-減少不平等(Reduced Inequalities)
- SDG11-永續城市(Sustainable Cities and Communities)
- SDG12-責任消費與生產(Responsible Consumption and Production)
- SDG13-氣候行動(Climate Action)
- SDG14-海洋生態(Life Below Water)
- SDG15-陸域生態(Life on Land)
- SDG16-和平、正義和穩健的制度(Peace,Justice And Strong Institutions)
- SDG17-促進目標實現的全球夥伴關係(Partnership for the Goals)
- 本課程和SDGS無關

本課程校外實習資訊: This course is relevant to internship:

本課程包含校外實習（本選項僅供統計使用，無校外實習者，得免勾記）
The course includes internship.(For statistical use only. If the course without internship, please ignore this item.)

實習定義：規劃具有學分或時數之必修或選修課程，且安排學生進行實務與理論課程實習，於實習終了取得考核證明繳回學校後，始得獲得學分；或滿足畢業條件者。（一般校內實習請勿勾選此欄位）

Internship: The required or elective courses should include credits and learning hours. Students should participate in the corporative company or institution to practice and learn the real skills. An internship certification must be handed in at the end of internship to get the credits or to fulfil the graduation requirements.

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