THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Spring 2017

Course Number: FINA 4390
Course Title: Case Studies in Finance
Instructor: Dr. Hui Liang James
Class Meeting: Tuesdays and Thursdays, 3:30 pm – 4:50 pm. Ratliff Building North 02007
Teaching Method: Lecture, class discussion, group-work on cases.
Office, Phone Number & E-mail: BUS 135A, (903) 565-5812, hjames@uttyler.edu
Office Hours: Tuesdays and Thursdays 12:50 pm – 3:20 pm, Other times by appointment.


Course Description: A case course designed to give the student experience in solving financial problems occurring in modern corporate enterprise.

Prerequisite: 9 hours of college level coursework in finance.

Course Objectives:

1. Knowledge objectives of this course include:
   • To develop analytical skills relevant to valuation of firms and their components.
   • To develop decision making skills in corporate financial environment.

2. Competencies to be demonstrated in this course include:
   • Computer-based skills:
     o Word processing: Required for producing case reports.
     o Excel: Required for data entry analysis.
     o PPT: Required for case presentations.
   • Communication skills:
     o Written
       ▪ Report organization: Required for case reports.
       ▪ Referencing: Required for case reports.
     o Presentation skill: Required for case and project presentations.

3. Interpersonal skills:
   • Team-based abilities: Required in team-work in case analyses.

4. Problem solving (Critical thinking):
   • Conceptual thinking: Required in case discussion dynamics.
   • Gathering and analyzing data: Required for cases.
   • Quantitative/statistical skills: Demonstrated in most cases analyses.
   • Creativity and innovation: Demonstrated in creating solutions to open ended cases.
5. Personal accountability for achievement:
   • Meeting deadlines: Evaluated by instructor.
   • Quality of work performed: Evaluated via graded outcomes of student case-work and exam scores.

6. Competence in basic business principles:
   • Competence in major field and grounding in other major core areas: Course content integrates economics and accounting functions into financial decision making.
   • Awareness of international as well as domestic implications of business decisions: Course content examines international political and foreign exchange risk in context of corporate decisions.
   • Understanding and appreciation of strategic impact of business: Course includes content discussion which ties prudent financial decisions to successful strategic outcomes for the firm.

Outcomes for students to successfully complete the course include:

1. Implementing the analytical skills necessary in evaluating corporate investments.
2. Obtaining a good grasp of corporate valuation techniques.
3. Gaining familiarity with the fiduciary responsibility of a financial manager.
4. Understanding the macro implications of the financial management process.

Content Outline:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jan 17</td>
<td>Introduction &amp; Formation of Groups</td>
</tr>
<tr>
<td>Jan 19</td>
<td>Case 1 (Instructor Presentation): Warren E. Buffett</td>
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<td>Jan 24</td>
<td>Case 2 (Group Presentation): Bill Miller &amp; Value Trust</td>
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<td>Jan 26</td>
<td>Case 3 (Group Presentation): Ben &amp; Jerry’s Homemade</td>
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<td>Jan 31</td>
<td>Case 5 (Class Discussion): Genzyme and Relational Investors: Science and Business Collide?</td>
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<td>Feb 2</td>
<td>Case 6 (Instructor Presentation): The Thoughtful Forecaster</td>
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<td>Feb 7</td>
<td>Case 8 (Group Presentation): Krispy Kreme Doughnuts, Inc.</td>
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<td>Feb 9</td>
<td>Case 9 (Class Discussion): The Body Shop International PLC 2001: Financial Modeling</td>
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<tr>
<td>Feb 14</td>
<td>Case 9 (Class Discussion): The Body Shop International PLC 2001: Financial Modeling</td>
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<td>Feb 16</td>
<td>Case 11 (Group Presentation): Horniman Horticulture</td>
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<td>Feb 21</td>
<td>Case 13 (Group Presentation): “Best Practices” in Estimating Cost of Capital</td>
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<td>Feb 23</td>
<td>Case 15 (Group Presentation): Nike, Inc.: Cost of Capital</td>
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<td>Feb 28</td>
<td>Case 16 (Class Discussion): Teletech Corporation, 2005</td>
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<td>Mar 2</td>
<td>Case 19 (Instructor Presentation): Worldwide Paper Company</td>
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<tr>
<td>Mar 7-9</td>
<td>Mid-Term Exam (analyzing case 23)</td>
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<td>Mar 14-16</td>
<td>Spring Break, Aloha!</td>
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<td>Mar 21</td>
<td>Case 21 (Class Discussion): Aurora Textile Company</td>
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<tr>
<td>Mar 23</td>
<td>Case 21 (Class Discussion): Aurora Textile Company</td>
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Valuing the Enterprise: Acquisitions and Buyouts
Mar 28  Case 42 (Instructor presentation): Methods of Valuation: Mergers and Acquisitions
Mar 30  Case 43 (Group Presentation): American Greetings
Apr 4   Case 45 (Group Presentation): JetBlue Airways IPO Valuation

Management of the Corporate Capital Structure
Apr 6   Case 31 (Class Discussion): Introduction to Debt Policy and Value
Apr 11  Case 31 (Class Discussion): Introduction to Debt Policy and Value
Apr 13  Case 33 (Group Presentation): California Pizza Kitchen
Apr 18  Case 36 (Group Presentation): Horizon Lines, Inc.

Analysis of Financing Tactics: Leases, Options, and Foreign Currency
Apr 20  Case 37 (Group Presentation): Carrefour S.A.
Apr 25  Case 38 (Group Presentation): Baker Adhesives
Apr 27  Case 39 (Class Discussion): J&L Railroad
Final Week  Final Exam (analyzing case 48)

NOTE: The above class schedule is subject to revisions by the instructor if it is deemed necessary as a responsive action to class progress and time constraints.

Evaluation:
A student’s grade for the class will be based on performance in exams, project assignments, and the level of participation in class. The class participation includes not only attendance but also the level of your alertness and responsiveness to the proceedings of the class. Below are the weights and points available for the different components that comprise your grade in class.

<table>
<thead>
<tr>
<th>Component</th>
<th>Weights</th>
<th>Points</th>
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<tbody>
<tr>
<td>Mid-term exam</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Final exam</td>
<td>20%</td>
<td>100</td>
</tr>
<tr>
<td>Group-work in case solutions</td>
<td>40%</td>
<td>200</td>
</tr>
<tr>
<td>Class responsiveness</td>
<td>15%</td>
<td>150</td>
</tr>
<tr>
<td>Attendance</td>
<td>5%</td>
<td>50</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>600</strong></td>
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College of Business and Technology Statement of Ethics:
The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the college of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student or organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.
Students Rights and Responsibilities
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www2.uttyler.edu/wellness/rightsresponsibilities.php

Grade Replacement/Forgiveness and Census Date Policies
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section change, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Concealed handgun on campus
We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.uttyler.edu/about/campus-carry/index.php.
Disability Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu.

Student Absence Due To Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events And Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation:

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire Department, and Fire Prevention Services.