



MSME BUSINESS SCHOOL

ASSUMPTION UNIVERSITY

Department of Finance
FIN3201/3711 Investment
 COURSE SYLLABUS: SEMESTER 2/2019

MSM&E's Vision and Mission

Vision: To be distinguished business school with entrepreneurial spirit and an international learning environment

Mission: Educating graduates with entrepreneurial spirit, global competency, and social responsibility.

- By nurturing business knowledge and skills to develop creative business solutions;
- By developing business communication skills and appreciation of diversity;
- By fostering ethical awareness to act in the benefit of the society at large.

Assumption University's Uniqueness and Identity

Uniqueness of the University: An International Catholic University

Identity of AU Students: Ethics
 English Proficiency
 Entrepreneurial Spirit

Course Information

Course Title	FIN3201/3711 Investment
Prerequisites	FIN3101/3701 Corporate Finance
Class time and Classroom	Section 401 Friday 13:30-16.30 xxxx
Instructor Information	Dr. Chainarin Srinuchasart, chainarinsrinutshasad@gmail.com Office Hours: Thursday, 13:00-16:00 (CL1204, table C4/UOB room/Library)
LMS	TBA
Course Website	http://www.aufinance.net
Course Description	Fundamental knowledge of investment: definitions, theories, and implementations, using quantitative tools such as investment software and investment simulation in making financial decision, including topics such as philosophical basis of investment principles, ethics in investment, risk and expected return relationship, security exchanges and indexes, company and securities analysis, securities valuation frameworks and methodologies of fundamental and technical analysis, portfolio management theories and analysis, capital market theories, capital market efficiency theories, and introduction to fixed income valuation
Course Objectives	Upon completing the course, the students are able to: <ul style="list-style-type: none"> • Achieve a general understanding of the investment process, • Be familiar with financial markets and the players in the markets, • Be familiar with goals, practices and problems of investing institutions and individuals, • Understand and be able to distinguish each level of market efficiency, • Be able to apply modern techniques to asset allocation and portfolio management, • Be able to apply valuation techniques to security selection and in making investment recommendations.

Course Learning Goals and Objectives

LG1: Business Knowledge: Students possess knowledge of core business principles and practices.

- LO 1.1: Students are able to exhibit thorough understanding of core business theories and principles;
- LO1.2: Students are able to exhibit thorough understanding of business knowledge in their specialized fields;
- LO 1.3: Students are able to apply core and specialized business theories and principles to current business Practices.

LG2: Entrepreneurial Spirit: Students exhibit entrepreneurial spirits and make creative business solutions.

- LO 2.1: Students are able to identify new business opportunities;
- LO 2.2: Students are able to create new solutions for existing business problems;
- LO 2.3: Students are able to demonstrate initiative and creative thinking in business decision-making;
- LO 2.4: Students are able to exhibit abilities to assess the potential risks in business and create contingency plans.

LG3: Communication Skills: Students are able to communicate effectively in various business settings.

- LO 3.1: Students are able to demonstrate abilities to make professional presentations in English;
- LO 3.2: Students are able to demonstrate abilities to prepare professional written reports in English;
- LO 3.3: Students are able to demonstrate abilities to use communication technologies effectively.

LG4: Interpersonal Skills: Students are able to work in teams of diverse cultures.

- LO 4.1: Students are able to demonstrate awareness of cultural differences in a multicultural environment;
- LO4.2: Students are able to demonstrate abilities to negotiate and cooperate in teams with diverse culture.

LG5: Analytical Skills: Students possess analytical skills in dealing with business issues and problems.

- LO5.1: Students are able to analyze business issues/problems by applying appropriate quantitative and qualitative tools and techniques;
- LO5.2: Students are able to integrate results from quantitative and qualitative analysis into decision-making and draw conclusions.

LG6: Social Responsibilities:

- LO6.1: Students are able to demonstrate understanding of social responsibility issues face by the business organizations;
- LO6.2: Students are able to make ethical and socially responsible decision under different circumstances.

Textbooks, Software, and Other Readings

Required Textbook(s):	<ul style="list-style-type: none"> • Frank K. Reilly and Edgar A. Norton, Investments, Thomson South-Western, 7th Edition, 2006. • Aswath Damodaran, Investment Valuation, Wiley Finance, 3rd Edition, 2012. • Andrew Gutmann, How to Be an Investment Banker, Wiley, 2013. • Mary Buffett, Buffettology, Simon & Schuster, 1999.
Required Software:	<ul style="list-style-type: none"> • Microsoft Office. • VBA. • Streaming Pro. • Click2win. • www.stockcharts.com.
Other Required Readings/Watching:	<ul style="list-style-type: none"> • Wall Street Warriors Season 1/2/3. • CNBC "Alternative Investments". • BBC "Warren Buffett-The World Greatest Money Maker".
Optional Readings	<ul style="list-style-type: none"> • Scott Hoover, Stock Valuation, McGraw-Hill, 2006. • CFA Research Challenge Winner's Reports.
Reference Texts:	<ul style="list-style-type: none"> • Aswath Damodaran, the Dark Side of Valuation, Pearson FT Press, 3rd Edition, 2018. • Chainarin Srinutchasart, How to Value A Stock Like Wall Street Pros, DK Book, 2010.

	<ul style="list-style-type: none"> • Gary Gray, Patrick Cusatis and Randall Woolridge, Street Smart Guide to Valuing a Stock, McGraw-Hill, 2003. • Jeffrey C. Hooke, Security Analysis and Business Valuation on Wall Street, 2nd Edition, 2010. • David, Fred R., Strategic Management, Pearson, 13th Edition, 2013.
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Mark Allocation:

Project	15%	
Presentation	5%	
Stock Trading	5%	
Active Participation	5%	
Midterm Examination	30%	06/03/2020 (15:00-17:00)
Final Examination	40%	19/05/2020 (09:00-12:00)
Total	100%	

Examinations, Assignments, and Other Evaluation Policies:

Mid-Term Examination	March 6, 2020, 15:00 – 17:00, Suvarnabhumi Campus
Final Examination:	May 19, 2020, 09:00 – 12:00, Suvarnabhumi Campus
Stock Portfolio Performance	5 Individual Assignments Using Program Click2win
Term Project	Assigned Stock Valuation Using Qualitative/DCF/Relative Valuation/Technical Analysis to make an investment decision.
April 24, 2020 (Friday): Last day to withdraw with "W"	

Academic Integrity:

The instructor and Assumption University value and enforce academic integrity. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences.

Plagiarism is defined in dictionaries as the “wrongful appropriation,” “close imitation,” or “purloining and publication” of another author’s “language, thoughts, ideas, or expressions,” and the representation of them as one's own original work. – Wikipedia

Any work submitted that is deemed plagiarized work (e.g. without citing the origin of the idea or writing) will receive a ZERO for that submission. More importantly, your action is subject to the university committee for academic integrity. The punishment, if found guilty, is the same as what you will receive when you are found cheating in an exam. That is, you will receive an F for the course

Course Schedule:

Week	Chapter	Topic	Hours
1	Lecture A,C	Prologue, Introduction to Investments <ul style="list-style-type: none"> - How to improve your productivity by practicing meditation - Saving vs. Investing - Return's Components - Six elements to become successful investors <ul style="list-style-type: none"> • Knowing Investment Universe • Understanding Risk and Return • Understanding Why Portfolio is important • Knowing Money and Capital Markets • Knowing Taxes Related to Investments • Understanding and Forecasting Macro Economic Indicators - Type of Equity Securities and Their Characteristics - Crypto currencies - Types of Derivative Instruments and Their Characteristics - Forward Markets - Futures Markets - Options Markets - Swaps Markets - Types of Alternative Investments and Their Characteristics - Real Estate Investment - Private Equity/Venture Capital Investment - Commodities Investment 	3
2	Lecture D	Risk & Return <ul style="list-style-type: none"> - Historical vs. Expected Risk and Return - Probability - Probability Distributions and Descriptive Statistics - Risk and Return Relationship 	3
3	Lecture E	Organizations & Functions of Financial Markets <ul style="list-style-type: none"> - Why Financial Markets are important - Equity Markets Characteristics and Institutions - Bond Markets Characteristics and Institutions - Stock Market Systems (NYSE/Nasdaq/Stock Exchange of Thailand/Asean Stock Exchange) - Types of Order - Arbitrage 	3
4	Lecture F	Market Indicators <ul style="list-style-type: none"> - Importance of Indicators - Sampling and Estimation - How to construct indicators and indexes - Index vs. Indicator - Equity Portfolio Benchmarks - Fixed-Income Portfolio Benchmarks - Global Indexes and Indicators - SET Index Methodology 	3
5	Lecture G	Portfolio Management <ul style="list-style-type: none"> - Harry Markowitz - Correlation Analysis and Regression - Return and Risk of a Portfolio - Equity Portfolio Benchmarks 	3
6	Lecture H	Asset Pricing Model <ul style="list-style-type: none"> - CML - SML - CAPM - Beta Calculations - APT 	3
7	Lecture I	Efficient Markets & Behavioral Finance <ul style="list-style-type: none"> - How Efficient Markets Give Impact to Investing Strategies - Hypothesis Testing - Behavioral Finance 	3

Midterm Examination			
8	Lecture L	Financial Statement Analysis <ul style="list-style-type: none"> - How to link B/S,I/S and Cash Flow Statements - Financial Reporting System - Analysis of Principal Financial Statements - Trend and Benchmarking Analysis - Horizontal, Vertical and Ratio Analysis - Dupont Analysis - Analysis of Inventories and Long-Lived Assets 	3
9	Lecture J	Valuation <ul style="list-style-type: none"> - Time Value of Money - DDM - FCFF - FCFE - Residual Income Method (RI) - APV - Real Option - Asset Based Valuation - Hybrid Securities Valuation - Mergers and Acquisitions and Corporate Restructuring - Equity Market Valuation and Return Analysis 	3
10	Lecture M,O	Technical Analysis + Guru's Investment techniques <ul style="list-style-type: none"> - Technical vs. Fundamental Analysis - Japanese Candle Sticks - Chart Patterns Analysis - Moving Average - MACD - RSI - OBV - Principle of Value Investing - Buffettology - Peter Lynch Technique - CANSLIM - Benjamin Graham - Piotroski Score - Other Legendary Investors 	3
11	Lecture K	Fixed Income Investment <ul style="list-style-type: none"> - Types of Fixed-Income Securities and Their Characteristics - Fixed-Income Markets Characteristics and Institutions - Fixed-Income Valuation and Return Analysis - Term Structure Determination and Yield Spreads - Analysis of Interest Rate Risk - Analysis of Credit Risk - Duration 	3
12	Lecture N	How to be A Successful Investment Banker <ul style="list-style-type: none"> - Skills Required to be An Investment Banker - CFA/CFP/FRM - CFA Research Challenge - Financial Engineering - Top Investment Banks - Buy Side vs. Sell Side Investment Banks <ul style="list-style-type: none"> • M&A • DCM & EDM • Restructuring • Research • Sales and Trading • Private Equity • Venture Capital • Growth Capital • LBO • Hedge Fund 	3

		<ul style="list-style-type: none"> • Distressed Securities - Front/Middle/Back Offices in Investment Banks - Job Titles & Compensations in Investment Banks 	
13	Lecture P	<p>Total Life Management</p> <ul style="list-style-type: none"> - The Investment Policy Statement - Modern Portfolio Management Concepts - Management of Individual/Family Investor Portfolios - Presentation of Performance Results - How to balance your life 	3
14,15	Lecture B	<p>Presentation "How to value a stock like a pro"</p> <ul style="list-style-type: none"> - Short/Medium/Long Term Investing - Qualitative Valuation <ul style="list-style-type: none"> • Inter Market Analysis • SWOT Analysis and Company's Strategy Evaluation - Intrinsic Valuation - Monte Carlo Simulation - Financial Modeling - Relative Valuation - Precedent Transaction Valuation - Probability Distributions and Descriptive Statistics - Correlation Analysis and Regression - Market Forces of Supply and Demand - The Firm and Industry Organization - Measuring National Income and Growth - Business Cycles - The Monetary System - Inflation - International Trade and Capital Flows - Currency Exchange Rates - Monetary and Fiscal Policy - Financial Reporting Quality - Analysis of Taxes - Analysis of Debt - Analysis of Off-Balance-Sheet Assets and Liabilities - Corporate Governance - Dividend Policy - Business and Financial Risk - Capital Structure Decisions - Fundamental Analysis (Sector, Industry, Company) - Closely-Held Companies and Inactively Traded Securities - Term Structure Determination and Yield Spreads - Analysis of Credit Risk 	6
Final Examination			

CLASSROOM POLICIES

ATTENDANCE POLICIES

To comply with the Office of the Higher Education Commission Requirements:

- If any students miss more than 6 classes, regardless of any reasons, he or she will not be allowed to take the final examination.
- The Dean, Department Chairperson, and Lecturer of this subject are empowered to withdraw or withhold correction of the final examination papers from students lacking class attendance requirements without the students' consent.

CHEATING POLICIES

If any students or a group of students will be caught copying, partial/entire project or hire outside or inside person to do their works, the faculty consider such act as a serious matter which will automatically result in 'F' grade for an entire group.

CHANGING SECTION

Students are neither allowed to study in other section they have not enrolled for, nor do the project with their friends in other sections. The lecturer does not have any authority to allow his/her students to switch section without proper authorization from the registrar.

CLASS PARTICIPATION

In compliance with the University's policy on class attendance, the ABAC School of Management requires all students enrolling in courses offered by the School, to obtain a minimum of 80% class attendance to be eligible to sit and take the final examination.

The 20% absence is the maximum number of allowable absences. It is inclusive for all excuses, i.e., sickness, personal and family matters, business trips, and other personal reasons. It is therefore, the student's primary responsibility to determine the necessity and ascertain the number of times of their absences. For a 3-credit hour subject, with one-and-a-half hour, students are allowed to miss the class 6 times, and with 3 hours class, they can be absent 3 times. It is always desirable for students to reserve at least 2 allowable absences for some unanticipated situations, i.e. sickness or business trips that might result in their absences. Generally speaking, as they have paid tuition fees for 45-hour class (for 3-credit hour subject), students should not be missing any classes in order to obtain maximum value for what they have paid for.

It is always arguable whether class attendance has any correlation with passing or failing a subject. Nonetheless, it is the student's effective time management and discipline to attend classes that enable them to meet minimum attendance requirements and thus appear for the final examination.

It is not up to the students to decide whether a lecture is too simple and hence, not necessary to attend. On the contrary, it is the students' primary duty to provide feedback to the concerned Department Chairperson regarding the perceived poor performance of their lecturers, i.e. not being punctual, not preparing well for class, not using English in class, and being too critical for class evaluation at the end of the semester.

Class attendance can only be checked for the section the student is registered in:

Students are not allowed to ask lecturers to check their attendance in sections other than the one they have enrolled in. Nonetheless, to give students an opportunity to catch-up classes that they have missed or to review certain topics they did not understand, students are permitted to audit lectures in other sections, given that the lecturer of the section grants permission. Please keep in mind that the permission of the Lecturer to audit his/her lecture in other sections does not imply that students can receive class attendance in those sections – there is no such thing as 'make-up class attendance.'

Speak English in Class

All students must speak English in class both to teacher and peers. The complaints from international students who cannot participate in group-work due to the language barrier such that local students do not communicate in English will seriously be considered for penalty.

Communication Devices in Class

Active mobile phones or any communication devices are not welcome in the classroom. If you regularly carry one of these devices during the day, make sure you turn it off before the class starts.

OTHER CLASSROOM POLICIES: DEPARTMENT OF FINANCE

- **Students need to comply with AU Dress Code, Time Conflict Examination Regulations, Laws on Smoking Cigarette, and Restrictions on Foods and Drinks V10.1, June 2010.**
- **Attendance policies:**
 - 2 times of ten-minute late for class is considered as 1 absence.
 - Make-up classes are not allowed.
 - **80% attendance** is strictly required regardless of any reason.
 - No checking attendance for other classmates. Violation of the policies will result in being automatically withdrawn from the class.
 - Attendance is checked since the first day of class regardless of any reason. Thus, **students' excuses for absences including adding the subject late, medical reports, being away for work and travel programs, etc. will not be considered under any circumstances.**
- **Manner in class:**
 - Behave in a polite manner
 - Pay respect to instructors and class participants
 - Turn off all communication devices
 - Do not leave and re-enter the classroom
 - **Prohibited manners:** Eating, drinking, chatting, talking on the phone, using any kind of communication devices, text-messaging, sleeping, reading other materials, doing other subjects' assignments/homework, walking in-out, etc.
 - **Improper behavior will result in no attendance checked.**
- **Dress code:**
 - Follow AU dress code
 - Improper dress code will result in no attendance checked.
- **Class assignments (Homework, reports, project, presentation, paper, etc.):**
 - No Plagiarism.
 - **Cheating and/or plagiarism of any assignments and/or projects will not be tolerated. It will result in failure or "F" of the course and other disciplinary action.**
 - Submit all class assignment on time, both soft copy and hard copy, where applicable.
 - **Late submission will not be graded.**
- **Class participation:**
 - **Not the same as attendance**
 - Be participative and attentive in class
 - The students are also required to comply with all classroom policies.
 - Violation of the classroom policies will result in "zero" or "negative" participation marks and/or "no attendance" checked.
- **Request for make-up quizzes (if applicable):**
 - The students requesting for the make-up quizzes need to submit their names with valid evidence (ABAC related issues) to the respective lecturer within the specified dates.
 - Failure to do so, the students will NOT be allowed to take the make-up quizzes.
- **Grade inquiry:**
 - The students can request for a review for their marks or grades.
 - The students need to **submit petition** to the respective Chairperson at Martin de Tours School of Management and Economics **Office** at D Building, 6th floor, Huamak Campus or MSM Building, 2nd floor, Suvarnabhumi Campus within **ONE-MONTH period** after their marks or grades have been officially announced. Petition submitted after the specified period will **NOT be considered.**
 - **Reevaluation process:** The students' class assignments or exam answer scripts will be reevaluated by the internal committees assigned by the respective department. Please note that the students' marks may or may not be adjusted after the reevaluation process and it can also be higher, lower, or unchanged. The result of the reevaluation is considered as a **"final consensus"** between the students and the committees.

ADDITIONAL INFORMATION

Term Project:

The students are required to apply the fundamental and technical analysis methods to analyze the assigned sector and stock. The term project covers 14 parts as follows:

Qualitative Valuation

Part 1: General Information

1a. Company Profile

- Product and Revenue Structure
- Customers
- Sector
- Industry
- Major Competitors (Direct and Indirect) + Major Competitors in AEC
- Market Capitalization
- Average Daily Trading Volume
- Free Float (%)
- Institution Ownerships (I-bank and/or private equity)
- Insider Holding ($\geq 10\%$ including management)
- Current Dividend Policy and the Dividend payout ratio in the last 3 years
- Corporate Governance Report Scoring
- Company's share price (with volume) and news flow in the last 12 months

Recommended Sources:

www.settrade.com, corporate annual report, form 56-1, form 56-2, form 59-2, http://capital.sec.or.th/webapp/corp_fin2/find59.php, www.aufinance.net and go to setsmart

Part 2: PEST Analysis

2a. World Economy Analysis

- Outlook for the next two quarters
- Outlook GDP growth (US, China, Japan, EU, India, Taiwan, Singapore, Malaysia, Korea, Hong Kong, Australia, Indonesia and Vietnam)
- Mega Trends for the next 5-10 years
- DJIA (Dow Jones Industrial Average)

Recommended Sources:

WEO from www.imf.org, Baltic Dry Index, JOC-ECRI Industrial Price Index, world bank, www.economywatch.com, MPC report, www.tradingeconomics.com, www.mof.go.th, www.fpo.go.th, <http://gfs.eiu.com/content/GetFile.ashx?Request=FULL>

2b. Thailand's Economy

GDP forecast

Consumptions (C)

Private Consumption Index

Retail Sales

Home Sales

Mortgage loan and housing price indexes

The registration number of transferred residential properties in Bangkok and its vicinity

Newly registered residential units in Bangkok and its vicinity

Auto Sales

Consumer Confidence Index

Income and financial conditions of households

Households' debt burden and debt service ability

Private Investments (I)

Private Sector Investment Indicators

Business Investment Index (BSI)

FDI flow

Investment Confidence (domestic & international), Thailand's Creditability

Thailand Rating from S&P, TRIS, FITCH and Moody's

Government Spending (G)

Fiscal Policies

Government Fiscal Position (Budget Surplus, Deficit)

Public Sector Expenditures and Investments

Public Debt (% of GDP)

Government Plans

Minimum Wage and Salary

Taxes Policy

Thailand 4.0

Net Exports (X-M)

Trade Balance

Export

Import

Current Account/GDP

Number of Foreign Tourists and Hotel occupancy rate KTBI (Krung Thai Business Index)

Leading Economic Indicators (LEI) and Coincident Economic indicators (CEI)

2ba. Obtain long-term GDP growth every year from MPC inflation report**Recommended Sources:**www.bot.or.th, www.utcc.ac.th, www.settrade.com, www.set.or.th,http://www.cabinet.thaigov.go.th/bb_main31.htm, www.stockcharts.com, *Rating Agency Website (Fitch and TRIS)*, www.cia.gov, *Thai political parties website*, www.economywatch.com, *MPC inflation report and MPC minute*, www.mof.go.th, www.tradingeconomics.com, www.fpo.go.th, ktb.co.th**2c. Value of Baht (NEER & REER)****2d. Long-Term Economic Growth Factors**

Labor Productivity

Education

Infrastructures

General Technology and Innovation

2e. Commodity Prices and Oil Prices Forecasts**2f. Unemployment Rate****2g. Inflation**

- Demand-Pull Inflation (Headline CPI)
- Cost-Push Inflation (PPI, Core-CPI)
- Global cost-push inflation (JOC-ECRI Index)

2h. Monetary Policy (MPC Minute Report)**2i. Interest Rates****2j. Yield Curve****2k. Yield Spread****2l. Exogenous Shocks (e.g., Flood, Wars, Terrorist Attacks, etc.)****2m. Manufacturing Production Index****2n. Banking System**

- Policy rate and Commercial bank's reference retail rate
- Commercial bank's interest rates
- Other deposits and Private credits
- Private credit by type of debtors
- Corporate loans extended by the commercial banks
- Private loans extended by the commercial banks
- Expected demand for corporate and private loans
- Private credit to GDP
- Corporate and Consumer NPLs

2o. Growth rate of money supply**2p. Political Stability Index****2q. Social**

- Population Growth
- Demographic
- Aging Problem
- Life Style related to your company's products
- Family Size
- Etc.

2r. Impact of AEC (ASEAN economic community) to the company**Recommended Sources:**

www.bot.or.th, www.utcc.ac.th, www.settrade.com, www.set.or.th,
http://www.cabinet.thaigov.go.th/bb_main31.htm, www.stockcharts.com, Rating Agency Website,
www.cia.gov, Thai political parties website, Bangkok post, the nations, the thai chamber of
 commerce, www.nesdb.go.th,
<http://www.bot.or.th/Thai/Statistics/Graph/Pages/LabourProductivityIndex.aspx>
www.ftpi.or.th, MPC inflation report and MPC minute
<http://www.bot.or.th/English/Statistics/EconomicAndFinancial/RealSector/Pages/Index.aspx>
www.tradingeconomics.com, www.mof.go.th, www.fpo.go.th, www.thai-aec.com
http://viewswire.eiu.com/site_info.asp?info_name=social_unrest_table&page=noads

2s. Thailand's Stock Market

Stock Market Players
 Market P/E ratio, P/BV, Market Cap, Market Yield and Avg Daily Trading Volume
 Trading Commission Rate
 Capital Gain Taxes and Dividend Taxes
 Trend of Foreign investors
 Thailand's credit default swap
 SET Chart

Recommended Sources:

www.stockcharts.com, www.settrade.com, www.set.or.th, BOT Inflation report, www.bloomberg.com

Part 3: Industry Analysis**3a. Sector Rotation****3b. Porter's Five Forces Analysis**

3ba. Internal Rivalry

3baa. Industry Concentration

>> Also need to show the Herfindahl Index

3bab. Growth Rate

3bac. Fixed Costs

3bad. Switching Costs

3bae. Scale Issues

3baf. Exit Barriers

3bag. Diversity of Competitors

3bb. Threat of Entry

3bba. Economies of scale

3bbb. Product differentiation

3bbc. Capital requirements

3bbd. Access to distribution

3bbe. Brand Royalty

3bbf. Government policy

3bc. Threat of Substitute Products

3bd. Power of Buyers

They are few in number versus sellers?

They buy a relatively large amount from the seller, but the seller represents a small?

Part of the buyer's product's cost or quality?

They can shift to other suppliers without excessive cost or disruption?

They are knowledgeable?

They are capable of backward integration?

There are available substitute products?

3be. Power of Suppliers

They are few in number versus buyers?

They sell a relatively large amount to the buyer or are a large part of the buyer's cost or its product's quality, but the buyer's purchases are small relative to the supplier's total volume?

The costs of shifting to other suppliers are high?

They are capable of forward integration?

Substitute inputs are few?

Complement business?

Recommended Sources:

Corporate annual report, form 56-1, form 56-2, www.bot.or.th, Brokerage firms, www.efinancethai.net, industry handbook of investopedia.com, NESDB, www.factforthought.com

Part 4: Company Analysis**4a. Management Quality**

- How long has the CEO been with the company?
- How long has the CEO been in the same job?
- How long was the CEO employed by previous employers?
- Where was the CEO educated?
- What contributions did the CEO make at previous employers?
- Does the CEO's compensation seem reasonable?
- Does the CEO receive overly generous bonus which is not related to his performance?
- How many percent does the CEO own the stock?
- Is the CEO also a chairman of the board of directors? (There might be a conflict of interest.)

4b. Board of Directors

- How many directors are there?
- How many of the directors are the company's employees or officers? The lower the percentage, the better. That's because employees who sit on the board might be reluctant to question the CEO's ideas for fear it may cost them their jobs.
- Who nominates new directors? That's best left to non-employees to avoid conflicts of interest.
- How many directors are related?
- Do any directors do business with the company? If so, this is a conflict of interest.
- How long are directors' terms? One-year terms are best because with longer tenures some directors may get complacent.
- Are all directors up for re-election every year?
- Do all directors attend at least 75 percent of their board and committee meetings?
- Does the company disclose how it evaluates directors?
- What percentage of the audit committee is independent? The more independence, the better.
- Do all directors own shares in the company?
- Did they buy the stock themselves, or was it given to them?

4c. Sale & Marketing (STP & 4Ps)**4d. Operations and Logistics****4e. Human Resources**

- How do they recruit?
- Wage, Benefit
- Training system
- Appraisal system
- Motivation
- Career Path

4f. Corporate Key Success Factors (KSFs)**4g. Current Strategy (Corporate & Business Strategies)**

- Cost Leadership
- Product Differentiation
- Focus

4h. Corporate Social Responsibility (CSR)**4i. Corporate Governance****Recommended Sources:**

Annual Report, Company Website, www.settrade.com

Part 5: Financial Analysis

Ratio Analysis

Liquidity Ratios + Operating cycle & CCC

Efficiency Ratios

Leverage Ratios

Profitability Ratios + ROIC

Du pont Analysis

Sale Growth (yoy) (qoq)

EPS Growth (yoy) (qoq)

Cash flow from operating activity (CFO) (common size)

Altman's Z score

Earning Power Chart

Piotroski score (trend & benchmarking)

Recommended Sources:*Annual Report, Company Website, www.settrade.com, www.bloomberg.com***Part 6: SWOT Analysis*****perform EFE and IFE matrix****Part 7: Up-coming business plan from the corporate news & Feasibility of the new plan Strategies**

- Vision
- Mission
- Goal
- Corporate Strategy
 - Growth Strategies
 - Forward Integration
 - Backward Integration
 - Does the business grow through mergers and acquisitions (M&A), or does it grow organically?
 - Stability Strategies
 - Retrenchment
- Business Strategy
 - Cost Leadership
 - Product Differentiation
 - Focus

Quantitative Valuation**Part 8: Intrinsic Valuation****8a. Discounted Free Cash Flow to Firm (DFCF) by the percent of sale method****8b. Dividend Discounted Model (DDM) >> multi-stage model*****Recommended source:****www.bloomberg.com, setsmart.com*

Part 9: Relative Valuation

Trailing P/E or Current P/E
Forward P/E
P/S
P/BV
PEG
EV/EBITDA
Statistical Test (Multivariable regression)

Part 10: Technical Analysis

Candle Stick (Weekly Chart)
Simple Moving Average (20 & 40 SMA)
MACD & Histogram
Bollinger Band
RSI

Recommended Sources:

www.efinancethai.net, www.bloomberg.com, www.settrade.com (SAA consensus)

Part 11: Recommendation (BUY/DON'T BUY or SELL/HOLD)**Part 12: Analyst Consensus with your explanation**

Recommended Source:

www.settrade.com

Part 13: Executive Summary**Part 14: Opportunity day @ SET Summary**

Note:

- Students need to prepare 20 minutes presentation, which will be scheduled during the last week of the semester before the final examination.
- Any further information will be announced in classroom.

AU DRESS CODE REQUIREMENTS

Following are the University's dress codes students are obligated to strictly observe upon entering campus, attending classes, and using the University's facilities on weekdays, except in sport arenas, AU mall and resident halls:

- ✓ Tuck the rim of their shirts or blouses in their trousers or skirts,
- ✓ Wear only black, brown, dark blue or gray coloured trousers (for male students), and knee-length straight skirts (for female students)
- ✓ Please note that when attending the University's formal functions i.e. examinations, quizzes, ethic seminar, class presentations, field trips etc., students are required to wear full uniform with the design stipulated in the University's dress code.

Furthermore, the dress codes also proscribe the wearing of the following:

- × below-waist trousers or skirt.
- × tight trousers/blouses, or short skirt.
- × trousers or skirts made from jeans, corduroy, or velvet.
- × trousers with the design resemble to jeans (for male students).
- × half-pleated skirt with design similar to straight skirt on the upper part and pleated skirt on the bottom part (for female students).

- ⊙ **Breaching the aforementioned dress codes will result in students being denied entry or being requested to leave the university's premises, or being dismissed from classes – in such case, students may lose their class attendance. The rule of debarment will also be applied to the students with less than 80% class attendance.**

(Lecturers and university officers have been authorized to deny university entry permission to students violating this regulation and to request them to leave university's premises, as well as to confiscate their student ID card)

- ⊙ **Please note that all AU students are obligated to carry the University's student ID card upon entering the University's premise, and present it to the University Officers upon being requested. Failing to present their student ID card irrespective of reasons will subject students to a fine of up to 200 baht.**

Remark: Students whose ID cards are confiscated are required to contact Students Affairs Office (13th floor, CL Building; or 3rd floor, Students Organization Building for the ID card being confiscated at Suvarnabhumi campus or Hua Mak campus respectively), within 5 working days after their ID cards are confiscated to retrieve their ID cards, pay a fine of up to 200 baht, and be informed about other punitive actions, if any. Students who do not retrieve their ID cards within the stated period will be required to apply and pay 200 baht fee for their new students' ID card. The process of applying for the new ID cards requires students to obtain a letter from Office of Students Affairs to verify the termination of their ID cards, and subsequently contact the Bank officers for their new ID cards.) For future reference, it is advisable for the students to ask for names of lecturers or officers who confiscated their ID cards.

TIME CONFLICT EXAMINATION APPLICATION PROCEDURE

Period to apply for time conflict examination

- AT1. **As stipulated in the registration regulations, only graduating students will be allowed to appear for the time conflict examinations without obtaining Dean's approval, provided that their petition is turned in to the Office of Registrar within specified period (refer to AT3), as such, the non-graduating students must ascertain during the pre-registration and adding periods that the subjects they prefer to enroll or add do not have examination time conflict.**
- AT2. **Should the non-graduating students wish to enroll or add the subjects with conflicting examination time, advices and approval for the time conflict examination must be obtained from the Dean prior to their registration of the subjects. The Dean concerned may exercise his/her discretion in declining the non-graduating students' request for time conflict examination. The decision of the Dean pertaining to the request is final.**
- AT3. **All petitions for the time conflict examination for both graduating and non-graduating students who obtain the Dean's approval must be submitted to Office of Registrar within the first three weeks (15 working days) of the semester/summer session.**
- AT4. **The students need to keep the "receipt" issued by the Office of Registrar, and present it to the Office in case that their names are not included in the "time conflict examination list".**
- AT5. **Ignorant of the Time Conflict Examination Application Procedures or personal reasons causing students to miss the Time Conflict Examination Application's dead line are not justifiable reasons for the late submission of the Time Conflict Examination Application.**

Checking the time conflict examination schedule and venue

- SV1. *The students are also required to contact Office of the Registrar five working days before the first day of the*

examination period for the time conflict examination schedule as well as the "time conflict examination room". Usually the date of the examination with time conflict would remain unchanged, while the examination time would be rescheduled i.e. one subject would take place before the other - "back-to-back examinations", and the venue would be the examination room designated only for "Time Conflict Examination".

Venue for Time Conflict Examination

The students must appear for the examinations, only in the assigned "Time Conflict Examination Room". *Should the students sit for the examination of any subject with time conflict examination in regular examination rooms, they will not be allowed to appear for another examination or apply for "late examination", and will hence obtain automatic withdrawal for the subject.*

PREREQUISITE SUBJECT REQUIREMENT

A prerequisite is a subject or multiple subjects that students must complete before taking an advanced course. For example, students must complete *MGT1101 Introduction to Business* before taking *MGT2900 Principles of Management*. Students who did not meet this requirement will result in automatic debarment and no chance to take the final exam.

LAW ON SMOKING CIGARETTE

As the Health Ministry stipulates the University as a health protection area where smoking is prohibited, hence ***smoking cigarette is only allowed in the designated areas.*** Breaching the law will subject students to a fine of **2,000 baht.**

RESTRICTIONS ON FOODS AND DRINKS IN THE CLASSROOM BUILDINGS

Foods and Drinks are not allowed to be brought into classroom buildings. *Should the students violate the regulation, their students' ID card will be confiscated.*

Office of Vice President for Academic Affairs