

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2020/21**

Part I Course Overview

Course Title:	Strategies on Initial Public Offering and Debt Financing
Course Code:	FB6896
Course Duration:	4 weeks (Intensive study): Pre-class online study (40 hrs) + Intensive class meeting (40 hrs in 5 days) + Out-of-the-class work (80 hrs)
Credit Units:	4
Level:	P6
Proposed Area: (for GE courses only)	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: (Course Code and Title)	Nil
Precursors: (Course Code and Title)	Nil
Equivalent Courses: (Course Code and Title)	Nil
Exclusive Courses: (Course Code and Title)	Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to equip students with the ability to analyse preparatory works relating to initial public offering (IPO) and debt financing, to evaluate company value and funding cost associated with IPO, and to create strategic plans on preparing a company for going public.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyse preparatory works relating to initial public offering (IPO).		✓	✓	✓
2.	Evaluate company value and funding cost associated with IPO.		✓	✓	✓
3.	Create strategic plans on preparing a company for going public.		✓	✓	✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1	Pre-class Online Study	✓	✓	✓	
2	Seminars	✓	✓	✓	
3	Expert Sharing	✓	✓	✓	
4	Group and Individual Projects	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: <u>100%</u>					
Individual Project/Assignment	✓	✓	✓	50%	
Group Project/ Assignment	✓	✓	✓	50%	
Examination: ____ (duration: _____, if applicable)					

* The weightings should add up to 100%.

100%

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Individual Project/ Assignment Group Project/ Assignment	Integration and application of knowledge to formulate strategic plans and provide solutions to simulate real business situations.	Demonstrate well-thought strategic thinking in formulating plans and providing solutions.	Demonstrate slightly well-thought strategic thinking in formulating plans and providing solutions.	Demonstrate some degree of strategic thinking in formulating plans and providing solutions.	Demonstrate a small degree of strategic thinking in formulating plans and providing solutions.	Demonstrate no strategic thinking in formulating plans and providing solutions.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

- Strategic Considerations for IPO
- Market for IPOs: International Comparisons
- Preparing for IPO
- IPO Transactional Process
- IPO Valuation and Equity Funding Cost
- Corporate Governance of Listed Companies
- Board Management and Investor Relation
- Bond and Debt Financing: Strategy and Cost Issues

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

- Espinasse (2014) IPO: A Global Guide. Hong Kong University Press.
- HKEX (2019) Main Board Listing Rules. Hong Kong Exchange and Clearing.
- HKEX (2019) Gem Board Listing Rules. Hong Kong Exchange and Clearing.
- Stafford & Schindlinger (2019) Governance in the Digital Age: A Guide for the Modern Corporate Board Director. Wiley.
- Calder (2019) Duty of Care: An Executive's Guide for Corporate Boards in the Digital Era. Wiley.
- Lipman (2015) International and US IPO Planning: A Business Strategy Guide.
- HKEX (2019) Director's Handbook. Hong Kong Exchange and Clearing.
- Coyle (2019) The Non-Executive Directors' Handbook. The Chartered Governance Institute.
- Altman, Hotchkiss & Wang (2018) Corporate Financial Distress, Restructuring, and Bankruptcy: Analyze Leveraged Finance, Distressed Debt, and Bankruptcy. Wiley.