Zurich University
of Applied Sciences

School of
Management and Law

Valid for 2023.HS

Module Name: Corporate and Entrepreneurial Finance	
Module Code	w.MA.XX.CEF-PiE.19HS
Module Description	Students apply the methodologies and concepts learnt in the finance modules of their Bachelor's degree program to a range of problems in the financing of listed and private companies. The module also deals with the practical problems and aspects of raising equity capital for SMEs and corporates in entrepreneurial settings in general (entrepreneurial finance). Further, students will be given an introduction to mergers & acquisition transactions and will learn how to apply firm valuation methods in an M&A context and for other (similar) purposes.
Program and Specialization	Banking and Finance (PiE)
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	**Module Type:** Compulsory
ECTS	3
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Mehdi Mostowfi (mosw)
Deputy Module Coordinator	Beat Affolter (affo)
Prerequisite Knowledge	A good knowledge of portfolio theory, capital market theory, and investment appraisal methods.
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § have advanced knowledge of corporate and entrepreneurial finance topics and are able to apply this to real-world problems. § know the main characteristics of entrepreneurial and family businesses and the focus areas of the corresponding finance research areas. § have a good understanding of firm valuation methods. § are familiar with the alternatives and challenges of raising equity capital in an entrepreneurial context. § are familiar with the strategic and financial motives of M&A transactions.
Module Content	§ Introduction to corporate and entrepreneurial finance § Capital structure & dividend policy § Financing instruments in an entrepreneurial context § Introduction to mergers & acquisitions § Empirical evidence in family business finance § Firm valuation methods § Leveraged buyout analysis § Seasoned offerings and initial public offerings

Links to other modules	The content of this module is linked to the following module: w.MA.XX.RM-M3.XX			
Methods of Instruction	§ Lecture § Case Studies § Exercises § Literature Review	**Social Settings Used:** § Individual Work § Group Work		
Digital Resources	§ Teaching Videos § Teaching Materials § Case Studies (with Key)			
Type of Instruction	**Classroom Instruction**	**Guided Self-Study**	**Autonomous Self-Study**	
Lecture	18 h	-		
Excercise	10 h	-		
Project Work	-	16 h		
Seminar	-	-		
Total	**28 h**	**16 h**	**46 h**	

Performance Assessment

End-of-module exam	**Form**	**Length (min.)**	**Weighting**
Written exam	Specified documentation	60	75,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	

Others	**Assessment**	**Length (min.)**	**Weighting**
Talk/oral presentation	Grade	15	25,00 %

Students are not allowed to revise and resubmit performance assessment tasks.

Classroom Attendance Requirement	Mandatory Attendance: None
Language of Instruction/Examination	English
Compulsory Reading	§ Graham & Leary (2011). A Review of Empirical Capital Structure Research and Directions for the Future, , Vol. 3 (2011) 309-345. Annual Review of Financial Economics, 3 pp. 309-345. § Brealey, Myers & Allen (2017). Principles of Corporate Finance. 2011th edition. McGraw-Hill. ISBN xxx. § Slides/Handouts § Koller, T., Goedhard, M. & Wessels, D. (2020). Valuation. 7th edition. ISBN xxx.
Recommended Reading	§ Will be specified in the compulsory course and in the electives
Comments	-