



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
MBA Course Syllabus  
Semester: .....

Course code & No.: MFA 720  
Course Title: Cases in A & F – Economic Value Creation  
Prerequisites: MBA 645 (Strategic Management)  
Faculty Member: .....  
Contact Details: Email: .....; Phone: .....  
Class Hours: Time: ..... Days: ..... Room: .....  
Office Hours: Time: ..... Days: ..... Room: .....

**Brief Course Description:** (As in UD Catalog)

The course focuses on the integration of key Accounting & Finance concepts using current readings and the case approach. Selected cases integrate concepts such as relevant information, cost of capital, cost behavior, risk and return, capital budgeting, enterprise valuation, optimal capital structure, and maximization of shareholders' value for economic value creation. This course greatly facilitates CFA exam takers.

**This course assesses the following MBA MFA program concentration objectives (MBA MFA PCO):** At the end of this program, students should be able to:

MBA MAF PCO	*Objectives	Linked to MBA PO
1	<b>Apply</b> accounting and finance theories for analyzing business operations in these areas in the UAE.	5
2	<b>Assess</b> the usefulness of existing accounting and finance decision making tools and the potential for improving these tools in businesses in the UAE.	5
3	<b>Use</b> knowledge and skills developed to add value to the firms in the UAE/MENA region.	5

**Course Objective (CO):** Upon completion of this course, students should be able to:

1. **Integrate** Accounting and Finance concepts for decision making using the case approach.
2. **Develop** capacity to critique selected journal articles that use accounting information in handling financial issue.
3. **Evaluate** economic value creation through maximization of shareholder wealth

**Course Learning Outcomes (CLO):**

Upon completion of this course, students should be able to demonstrate the following outcomes:

1. **Identify** and successfully **use** appropriate tools in analyzing firm's data for decision making
2. **Perform** financial analysis using relevant information to judge financial risk and management performance.
3. **Critically** synthesis and evaluate selected readings that handle accounting and financial decisions.
4. **Demonstrate** capacity to evaluate management techniques to create economic value added through formulated solutions to case studies simulating UAE and GCC environment.

**Blooms Taxonomy**

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1,	2	3	4

**CLO Mapping:** This table maps CLO's to: CO

CLO	Linked to CO	Linked to PCO	Linked to PO
1	1	1	5
2	1	2	5
3	2	3	5
4	2	1	5

**CLO Assessment Scheme**

CLO	Class Work (marks)		Final Exam (marks) 30%
	Case Assignment/ Quiz 35%	Group Project 35%	
1	10		7
2	15		7
3		15	8
4		10	8
Presentation	10	10	
<b>Total</b>	<b>35</b>	<b>35</b>	<b>30</b>

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
> 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

**Case Assignment**

The instructor will assign a set of 4 cases from different sources with adaptation to the local environment of UAE. These cases will be used as part of group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

**Out-of-Class Time**

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (Individual assignment)	5 hours
Case # 2 (Individual assignment)	5 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignment)	10 hours
Problem Solving	25 hours
Preparation for Presentation	10 hours
Readings (textbook, journal articles and supplemental readings)	40 hours

**Teaching Methods:**

Teaching methods used in this course are Interactive learning, lectures, Case studies, & Solving Analytical Problems.

**Use of Modern Instructional Technology:** Moodle Learning Systems

Weekly / Daily Teaching Plan			
Day Week	Lecture	Case Objectives*	Assignment / Readings
1	Case presentation Approach.	Problem identification and questions to be answered Appropriate analysis using information Theoretical underpinning Relevant Information Decision making Recommendation	Case 1 Warren Buffet
2	Value Creation and Economic Profit	Case 4: Fed Ex Vs UPS*	Case 4 Reading # 1
3	Financial Statement Analysis, Cost of Capital,& EVA	Case 14: Coke	Case 14 Reading # 2
4	Capital Project Analysis & Forecasting	Case 17: The Investment Detective	Case 17 Reading # 3
5	Management of the Firm's Equity: Dividends and Repurchases	Case 25: Gainesboro Machine Tools	Case 25 Reading # 4
6	Capital structure, Valuation and cost of Capital	Case 30: The Wm, Wrigley, Jr., Company	Case 30 Reading # 5
7	Valuing the Enterprise	Case 42: Yeats Valves and Controls Inc.	Class Discussion
8	Cross-Border Mergers & Acquisition strategies	Case 43: Chrysler & Daimler	Case 43 Reading # 6
9	WSJ presentation	Team presentation (related to UAE/GCC Companies)	
10	WSJ presentation	Team presentation (related to UAE/GCC Companies)	
11	Final Examination		

\*These are individual student project presentations.

### Educational Resources

Educational Resource	Description
<b>Text Book Required</b>	-Case studies in Finance: Managing for Corporate Value Creation by Robert Bruner, 5 <sup>th</sup> edition, NY, Mc Graw Hill, 2007 -Case Studies in Financial Reporting by D. Eric Hirst and Mary Lee McAnally, Prentice-Hall 6 <sup>th</sup> edition, 2008
<b>Journal Readings</b>	The instructor will assign selected journal articles from different sources. All articles will be accessible through the digital library of the university.
<b>Supplemental References</b>	Principles of Corporate Finance by Richard Brealey, Steward Myers & Franklin Allen, 8 <sup>th</sup> edition ISBN-13: 978-0071266758