



北京大學  
汇丰商学院

Peking University HSBC Business School

## Finance in Practice Module 3&4, 2016-2017

### Course Information

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**Instructor: Haifeng HUANG**

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Office Hour: Wednesday 15:30-16:30 (Appointment by TA Mr. Zipeng CHENG )

**Teaching Assistant:**

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**Classes:**

Lectures: Regular Lectures-Tuesday, 19:00-21:30, 10 times  
Elective Lectures-TBA, 19:00-21:30, 4 times  
Venue: PHBS Building, Room 403 (Regular Lectures)  
PHBS Building, Room 501 (Elective Lectures)

**Number of students:**

Maximum 150

## 1. Course Description

### 1.1 Context

**Course overview:**

"Financial Practice" is a major elective course for all PHBS students. The course is offered across one semester (two modules), for 3 credits.

This course will invite financial experts in Shenzhen to share opinions on different aspects of finance. Students will gain valuable insights into the financial industry through direct exchange with experienced managers. This will help students to better understand the various aspects of financial development and make better plans for their future career.

This course will also make use of the "HSBC Financial Frontier Forum" expert resources. In this sense, lectures are a continuation of the "Peking University HSBC Financial Seminar", created by Professor Wen HAI, Dean of PHBS and PHBS Financial Research Institute. Professor Shusong BA, Chief Economist of the Hong Kong Stock Exchange, Chief Economist of the China Banking Association, and also a professor at PHBS, will invite senior domestic and international experts to teach students theoretical financial knowledge and practical experience.

Across the course, students will gain a better understanding of financial market trends, including the composition of the financial industry, market position, trends and so on. Additionally, through financial experts' introduction to financial practice, students will gain a

more intuitive understanding of the content of financial knowledge and its realization in the form of financial practice. Equipped with a deeper understanding of financial practice, students will fully grasp the content of their future work and also get a deeper understanding of their possible future career path. At the same time, this course will greatly promote the interaction between financial research and financial markets.

### **Prerequisites:**

Please note that in order to attend this course, which is open to all PHBS students, you need to register through the campus management system between Feb 14 and Feb 24. Anyone who is interested in practical financial skills and techniques is welcome to enrol in this course. We strongly recommend that students who choose this course read the recommended texts in advance to gain a basic understanding of all the financial departments and develop an outline of finance in practice.

As team work is an extremely important aspect of this class, we hope that you will have a spirit of sharing and working together with your teammates. Moreover, this course is not just about teaching and listening, we encourage discussion and debating in the class. Thus, it is better that you are an active person and can participate as much as you can in the class. Any counterview is welcome in this course.

## **1.2 Textbooks and Reading Materials**

### **Recommended References:**

Jeff Madura, Financial Markets and Institutions, Abridged Edition, 1989  
 James C. Van Horne, Financial Management & Policy, 1968  
 Yufeng Zhan, Financial Theory and Practice, Peking University Press, 2011  
 Ingo Walter, Roy C. Smith, Global Banking, Oxford University Press, 2003  
 Zvi Bodie, Finance, 1998  
 Frank J. Fabozzi, Foundations of Financial Markets and Institutions, 1998  
 Merton Miller, Financial Innovations and Market Volatility, 1991  
 Song Zhan, Practice in Internet Finance, South-western University of Finance and Economics, 2006

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
1. Our graduates will have a basic understanding of practice in finance.	1.1. Our students will know how financial market works.	Fundamental theories introduced in class
	1.2. Students will know the recent trend in financial area.	Listening to guest lectures in the class
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Group presentation and group report
	2.2. Students will be able to apply leadership theories and related skills.	Group work in the class
3. Our graduates will have better career plans.	3.1. Our students will be able to tell the key difference in different career paths.	Personal homework
	3.2. Our students will know how to achieve specific career goals.	Discussions in the class
4. Our graduates will have a global perspective.	4.1. Students will consider finance in a worldwide perspective.	Learning from cases in the class

5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Fundamental theories introduced in class
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Personal homework and group work
	5.3. Our students will demonstrate competency in critical thinking.	Discussion in the class

## **2.2 Course specific objectives**

### **Knowledge**

This course offers a general introduction to finance in practice for all the students. Students are going to learn the basic structure of the finance system, for example, how it works, the main risks. Students will know the importance of finance in practice after this class, and will be able to solve specific problems in the area.

### **Theoretical Study**

We will invite several experts from institutions to systematically introduce the current situation of finance in practice in China, to guide students to adjust to a real financial working environment, and help them develop a better sense of practical financial skills.

### **Case Studies**

The case studies focus on famous examples in finance from time to time throughout the world. For example, we will study why the 1997 Asian financial crisis occurred, how Enron Corporation lied to its investors, why Obama abandoned the Patient Protection and Affordable Care Act. Case studies are used to help students to gain a better understanding of how the real financial world works and what we can do to handle financial issues in a more organized way as well as control risk. We will give all students a chance to share their own thoughts and opinions. Through the discussions and presentations, students will gain a better understanding of finance in practice.

### **Teamwork/Leadership**

As future financial leaders, this course will require your self-organization management. Two or three monitors and several group leaders will be appointed to foster increased learning interest, stimulate creativity, and improve leadership skills. This course not only pays attention to personal work, but also attempts to develop outstanding leaders who can understand the culture of the real financial world and have the intercultural skills and team spirit for future global cooperation. We expect students to benefit from this course, and to make lasting connections.

## **2.3 Assessment/Grading Details**

### **Attendance and Discipline:**

Participation in discussions accounts for 20% of the final grade. Students are required to be in class unless approval is given for specific reason. 5% of the final grade will be deducted if you are absent once. 20% of the final grade will be deducted if you are absent three or more times.

### **Personal Homework:**

Personal homework accounts for 60% of the final grade. Each student is required to write five short essays focusing on finance in practice. Each essay should be at least 1500 words. We strongly recommend students write about their own thoughts and opinions about the lectures.

## **Group Project:**

The group project accounts for 20% of the final grade. About 12 group presentations are scheduled for this course. Students will work together to present on the assigned topics. While all students must work together on preparing the presentations, not all members need to present in front of the class. Group work and leadership are important learning objectives of this course, so this presentation counts for 20% of your final grade and peer evaluation might be conducted at the end of the module.

Groups will be divided by the date of your birthday. For example, those who were born in January will form one group. Each group will have 9-14 members. We will make sure that the number of students in each group is evenly distributed.

Each group projects involves the presentation of a powerpoint (PPT) and a term paper. There is no clear requirement for the length of your term paper. But we strongly recommend that you can write at least 5000 words to illustrate your point clearly. For the PPT, we suggest that it will be no more than 15 slides. The best way is to only show your key points, findings and thoughts in the slides.

There will be three group talks in the class. Each group will discuss topics about this course and deliver a speech to all the students. You need to elect your speaker, host, addressor and commentator in the group presentation to meet the assessment expectations. This will be considered as part of the judgment of your personal homework.

For your information, GPAs below 70 are considered as failure of the course by the PKU academic rule.

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honours, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### 3. Topics, Teaching and Assessment Schedule

Date	Topic	Content
<b>February 21</b>	1. Introduction to Finance in Practice	Lecture by Prof. Haifeng HUANG and Dr. Huawei RUAN
<b>February 22</b>	Financial Frontier Forum	Organised by Prof. Shusong BA,
<b>March 02</b>	Financial Frontier Forum	Organised by Prof. Shusong BA
<b>March 07</b>	2. Overview of Financial System and Introduction to Typical Practice	Lecture by Dr. Huawei RUAN, Organised by Prof. Haifeng HUANG
<b>March 08</b>	Financial Frontier Forum	Organised by Prof. Shusong BA
<b>March 14</b>	3. Wealth Management under Global Macro Volatility	Lecture by Dr. Hongxin WANG, Organised by Prof. Haifeng HUANG
<b>March 21</b>	4. Group Discussion	Organised by Prof. Haifeng HUANG
<b>March 29</b>	5. Housing Finance and Securitization in the US: Lessons Learned from the Financial Crisis	Lecture by Mr. Xiaoqiang HU, Organised by Prof. Haifeng HUANG
<b>April 11</b>	6. Finance in Practice from Manager's Experience	Lecture by Mr. Qiang LI, Organised by Prof. Haifeng HUANG
<b>April 12 (TBA)</b>	Financial Frontier Forum	Organised by Prof. Shusong BA
<b>April 18</b>	7. Group Discussion	Organised by Prof. Haifeng HUANG
<b>April 26(TBA)</b>	Financial Frontier Forum	Organised by Prof. Shusong BA
<b>May 09</b>	8. Finance in Practice from Manager's Experience	Managers forum, Organised by Prof. Haifeng HUANG
<b>May 10 (TBA)</b>	Financial Frontier Forum	Organised by Prof. Shusong BA
<b>May 16</b>	9. Group Discussion	Organised by Prof. Haifeng HUANG
<b>May 25</b>	10. Final Presentation by Each Group	Organised by Prof. Haifeng HUANG

## **4. Miscellaneous**

### **Final Grade:**

Participation and Discipline 20%, Personal Homework 60%, Group Project 20%.

### **Lecture Schedule:**

Due to the uncertainty of when the experts of the "HSBC Financial Frontier Forum" will attend, students who have chosen this course can freely select four lectures as the course content, please pay close attention to the dynamic arrangements of these lectures and make sure that you can adjust your schedule and attend enough classes.

### **Awarded marks:**

We will adjust your final grade according to your participation in the class. As we appreciate your leadership and responsibility, students who actively participated in class management work will get awarded marks.