



Shanghai Jiao Tong University

AC410 Financial Statement Analysis

Instructor Information	Wanyi Chen Home Institution: Shanghai University Email: rebeccaawy@shu.edu.cn Office Hours: Determined by Instructor		
Term	June 28, 2021 - July 23, 2021	Credits	4 units
Class Hours	Monday through Friday, 120 mins per teaching day		
Discussion Sessions	2.5 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	Financial Statement Analysis and Security Valuation, 5th edition, by Stephen Penman, ISBN: 978-0078025310		
Prerequisite	ACC311 Financial Accounting or equivalent (Recommended)		



Course Overview

This course helps you understand how businesses work, how they generate value, and how the value they generate is captured (or not captured) in financial statements. The course helps you translate your knowledge of a business into a valuation. The course helps you interpret what you see in financial statements. It gives you answers to the many important questions facing analysts. What "fundamentals" should the analyst focus on---dividends, cash flows, or earnings? How is an analyst's earnings forecast converted into a valuation? How can an investor rely on earnings when earnings are sometimes measured with doubtful accounting methods? What role does the balance sheet play? What is a growth company and how is growth valued? What does a firm's price-earnings (P/E) ratio tell you? What does its price-to-book ratio tell you? How does one determine what the P/E or price-to-book should be?

Most important, the course gives you the security that your analysis is a sound one. The framework is built block by block from "first principles" so that you see clearly where the analysis comes from and, by the end of the course, have a firm understanding of the principles of fundamental analysis. You will also be able to distinguish good analysis from poor analysis.

The course is designed by two parts.

1. Part One (Chapter 1-6)

The Part one develops the thinking that is necessary to perform fundamental analysis. It integrates finance concepts with accounting concepts and shows you how the structure of accounting can be exploited for valuation analysis. Good thinking about valuation is captured in a valuation model, so this part of the course introduces accrual accounting valuation models that provide the framework for the practical analysis. Alternative models are discussed as competing technologies, so you develop an appreciation of the strength and weaknesses of alternative approaches. Part One ends with an application of these models to active investing.

2. Part Two (Chapter 7-14)

The Part two lays out the financial statement analysis that identifies value generation in a business and provides information for forecasting. In this part, you will see the lens being focused on the business.

Course Goals

By the end of the course students should have answers to the following questions:

1. How are fundamental values (or "intrinsic values") estimated?
2. How does one pull apart the financial statements to get at the relevant information for valuing equities?
3. What is the relevance of cash-flows? Of dividends? Of earnings? Of book values? How are these measures treated in a valuation?
4. What is growth? How does one analyze growth? How does one value a growth firm?
5. What are the pitfalls in buying growth?
6. How does one challenge the growth expectations implicit in stock prices?
7. How does ratio analysis help in valuation? • How does profitability tie into valuation?



8. How does one analyze the quality of financial reports? How can the accounting trip you up?
9. How does one deal with the accounting methods used in financial statements?
10. How is financial analysis developed for strategy and planning?
11. What determines a firm's P/E ratio? How does one calculate what the P/E should be?
12. What determines a firm's market-to-book (P/B) ratio? How does one calculate what the P/B should be?
13. How does one evaluate risk? For equity? For debt?
14. How does one evaluate an equity research report? What does a good one look like?
15. How does one trade on fundamental information?

Learning Outcomes

1. The students will have a comprehensive analysis and valuation product that they can apply to almost any firm and use for active investing.
2. The students will have the ability to write a persuasive, state-of-the-art equity research report.
3. The students will understand that earnings, appropriately measured, give a better indication of the value generation in a business, so the analysis of earnings prospects leads to a firmer understanding of fundamental value.
4. The students will recognize the defects in financial statements that are issued by firms and will have developed a critique of the "generally accepted accounting principles" and disclosure rules that determine what is in the statements. The students will also understand how the accounting in reports can be distorted, as well as discover tools that detect the distortion and give an indication of the quality of the accounting that a firm uses.



Grading Policy

Class Attendance	10%
Homework	20%
Midterm Exam	30%
Final Exam	40%

Remarks:

- In every class we will take few minutes (5-10) to discuss important - recent news and trends.
- The student must show an inquisitive spirit and seek to be aware of the events and most important news in the world of finance and business consulting news websites, newspapers, magazines and TV news channels. (e.g. The Wall Street Journal, Bloomberg, CNN, The Economist, Yahoo Financials, etc.)
- All materials introduced by the professor may be evaluated at the midterm and final exam.
- Final exam will be cumulative.

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings
Day 1	Introduction to investment and valuation	1
Day 2	Introduction to financial statements	2
Day 3	How Financial Statements Are Used in Valuation	3
Day 4	Cash vs. Accrual Accounting, and Discounted Cash Flow Variation	4
Day 5	Accrual Accounting and Valuation: Pricing Book Values	5
Day 6	Accrual Accounting and Valuation: Pricing Earnings (1)	6
Day 7	Accrual Accounting and Valuation: Pricing Earnings (2)	6
Day 8	Review from Chapter 1-6 Assignment 1 due	
Day 9	Midterm exam	
Day 10	Valuation and Active Investing	7
Day 11	Viewing the Business Through the Financial Statements	8
Day 12	The Analysis of the Statement of Shareholders' Equity	9
Day 13	The Analysis of the Balance Sheet and Income Statement	10
Day 14	The Analysis of the Cash Flow Statement	11
Day 15	The Analysis of Profitability (1)	12
Day 16	The Analysis of Profitability (2)	12
Day 17	The Analysis of Growth and Sustainable Earnings	13
Day 18	The Value of Operations and the Evaluation of Enterprise Price-to-Book Ratios and Price-Earnings Ratios	14
Day 19	Review from Chapter 7-14 Assignment 2 due	
Day 20	Final exam	