

CSAP 2020

COURSE INTRODUCTION

剑桥暑期学术课程项目 | 课程介绍手册

KNOWLEDGE, ON THE ROAD



**CSAP
2020**



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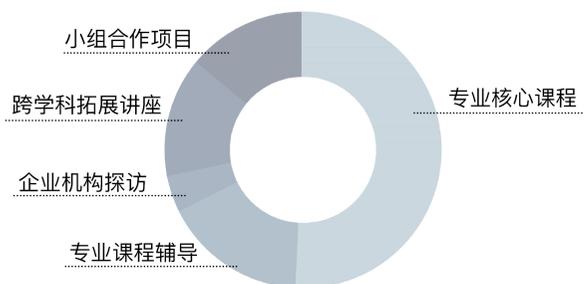
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CSAP COURSE SYSTEM

课程体系

COURSE STRUCTURE

课程结构

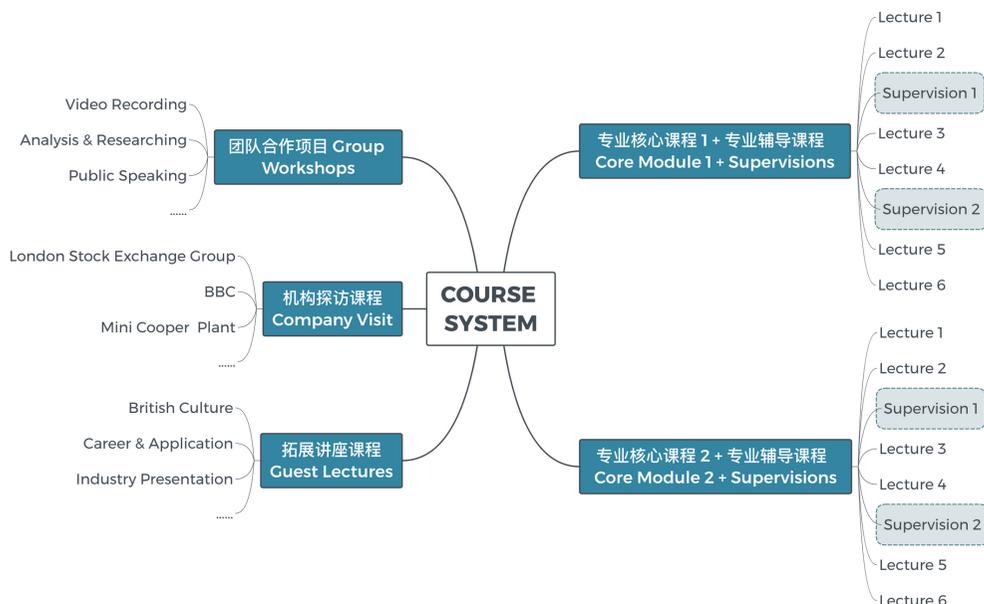


课程总学时
 2周：48小时 3周：61小时
 *部分定制课程时长以实际为准

课程特色

- 牛剑教授担当主讲；
- 全真剑桥专业学习体验；
- “选课制”暑校项目；
- 深入 1 门课程方向学习；
- 平均每周 20 学时；
- 专业成绩单、项目证书；
- 国际学分认证；
- Top5% 可获得推荐信。

* 所有课程，都将参考如下的课程结构进行。个别课程也会根据课程内容等做相应调整。



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COURSE INTRODUCTION

课程介绍

The course content is subject to change as necessary.
实际授课内容，会根据教授的更新产生变化，以实际为准，以下内容仅供参考

SESSION 3

2020.07.19-08.02

International Accounting and Investment

COURSE OVERVIEW

Course Dates: 19th July to 1st August (Session III)

Course Duration: 2-Weeks

Credit Equivalency: 2 US

Prerequisites: None.

Methodology: Lecture (30 hours), Supervision Discussion (4 hours), Organization Visit (4 hours)

Assessment: Assessed individually and in groups through group presentations.

Skills Trained: Case Study Analysis, Critical thinking, Teamwork, Presentation, Communication.

Materials Required: Excel and laptop for preparing presentations.

COURSE DESCRIPTION

This course explores the question: What should firms spend their funds on? The course develops an understanding of the techniques necessary to make effective investment decisions. The first module introduces finance for accounting. The module discusses how finance fits into the structure of a modern company. In the second module, we will look at real estate investment. Excel based appraisal and performance evaluation techniques will be used to give course participants an opportunity to apply them to property development and investment deals.

Module 1 | International Accounting and Finance

Module Description

The first module provides an introduction to finance and accounting. Different perspectives are considered, from the perspectives of firms to investors. We will start with present values and continue to company and project valuation. The module concludes with capital budget decision rules.

Module Topics

- NPV
- Portfolio Theory and the CAPM
- Capital Structure Theory
- Option pricing theory
- Asymmetric Information
- Market Efficiency

Module Aims and Objectives

- Understand the basic ideas of finance
- Learn different types of company structures
- Identify the primary goal of a manager

Module Assessment

Students will analyze a case study and deliver presentations in small groups.

Module Recommended Reading

- Course pack will be provided with case studies, readings, and slides.
- Corporate Finance, by Stephen A. Ross, Randolph W. Westerfield and Jeffrey Jaffe (RWJ), 10th edition, McGraw-Hill 2013.
- Module Assessment

Module 2 | Investment

Module Description

The module begins with an introduction to global real estate markets, real estate development and investment valuation using discounted cash flow projections, investment performance evaluation based on net present value (NPV) and internal rate of return (IRR). More advanced topics in real estate finance and risk analysis will focus on capital structure considerations between equity and debt finance, real estate investment trusts (REITs), and the subprime crisis in the USA and Europe.

Module Topics

- Introduction to Accounting and financial statements
- Cash flow methods
- Real estate debt and equity finance

Module Aims and Objectives

- Understand financial statements
- Analyze the risk of different types of financing structures
- Evaluate the performance of real estate investment trusts (REITs)
- Understand real estate boom & bust behavior

Module Assessment

Students will work in small groups to analyze case studies that consider valuation and investment analyses for financing commercial investment and development.

Module Recommended Reading

- Bruggeman W B and Fisher J D, Real Estate Finance & Investment, McGraw-Hill.
- DiPasquale D and Wheaton WC, Urban Economics and Real Estate Markets, Prentice Hall.
- Geltner D and Miller N, Commercial Real Estate Analysis and Investments, South-Western Thomson Learning.
- Johnson T, Davies K and Shapiro E, Modern Methods of Valuation, Estates Gazette.

SESSION 3

2020.07.19-08.02

国际会计与投资

国际会计与投资

课程时间：7月19日至8月1日（第三期）

课程时长：2周

学分：相当于2个美国学分

要求：无

课程结构：专业讲座课程（30学时），专业辅导课程（4小时），机构探访课程（4小时）

评估：通过个人和小组讲演进行评估。

培训技能：案例研究分析能力，批判性思维，团队合作能力，讲演能力，沟通能力

所需材料：带有Excel，并可用于讲演的笔记本电脑。

课程说明

本课程探讨的问题是：公司应该把资金支付在哪里？本课程旨在了解有效投资决策所需的技术。第一个模块介绍财务会计，本单元讨论财务如何融入现代公司的结构；在第二个模块中，我们将研究房地产投资，将使用基于Excel的评估和绩效评估技术，让课程参与者有机会将其应用于房地产开发和投资交易。

模块 1 | 会计与投资

模块说明

该模块首先介绍全球房地产市场，使用折现现金流预测房地产开发和投资估值，投资绩效评估是基于净现值（NPV）和内部收益率（IRR）的。房地产金融和风险分析中更前沿的主题将集中在股票和债务金融以及房地产投资信托（REIT）和美国及欧洲的次贷危机之间的资本结构。

模块主题

- 净现值
- 投资组合理论与CAPM
- 资本结构理论
- 期权定价理论
- 不对称信息
- 市场效率

学习目标

- 了解金融的基本理念
- 学习不同类型的公司结构
- 确定经理的主要目标

模块评估

学生将分析一个案例研究，并以小组的形式进行陈述。

模块推荐读物

- 《企业融资》，斯蒂芬A.罗斯、兰多夫W.韦斯特菲尔德和杰弗里·杰菲（RWJ）著，第10版，麦格劳·希尔出版社，2013年。

模块 2 | 投资

模块说明

该模块首先介绍全球房地产市场，使用折现现金流预测房地产开发和投资估值，投资绩效评估是基于净现值（NPV）和内部收益率（IRR）的。房地产金融和风险分析中更前沿的主题将集中在股票和债务金融以及房地产投资信托（REIT）和美国及欧洲的次贷危机之间的资本结构。

模块主题

- 房地产与投资估值
- 现金流量法
- 房地产债务和股权融资

学习目标

- 分析不同类型金融结构的风险
- 评估房地产投资信托（REIT）的绩效
- 了解房地产的繁荣与萧条

模块评估

学生将以小组形式分析为商业投资和发展筹集资金进行的估值和投资案例。

模块推荐读物

- 《麦格劳-希尔房地产金融与投资》 Bruggeman W B和Fisher J D， McGraw-Hill。
- 《城市经济学和房地产市场》， DiPasquale D和Wheaton WC， Prentice Hall。
- 《商业房地产分析和投资》 Geltner D和Miller N， 西南汤姆森学习中心。
- 《现代估价方法》， Johnson T， Davies K和Shapiro E， 房地产公报。

International Business Management & Leadership

COURSE OVERVIEW

Course Dates: 19th July to 1st August (Session III)

Course Duration: 2-Weeks

Credit Equivalency: 2 US

Prerequisites: None.

Methodology: Lecture (30 hours), Supervision discussion (4 hours), Organization visit (4 hours)

Assessment: Assessed individually and in groups through group presentations.

Skills Trained: Critical Thinking, Teamwork, Presentation, Communication.

Materials Required: Laptop for preparing presentations

COURSE DESCRIPTION

This course raises discussion about how leaders guide an organization or team toward success while also creating positive social impact in a global context. In the first module, we will look at global leadership. The world is made up of individual countries which largely get along with each other, trade, and talk to each other through the channel of Diplomacy. With the rise of non-governmental organizations, individuals are also playing an influential role on the world stage. The module aims to develop understanding of the global context in which individuals and organizations can work to solve problems and promote peace. In the second module, we will focus on one of the most influential theories for understanding business success and failure, disruptive innovation. We will discuss business strategies for making an impact beyond the organization and benefiting society.

Module 1 | Global Leadership

Module Description

This module aims to develop understanding of the global context in which leaders can channel their influence for a better world. First, we will discuss leadership and the qualities of an effective leader. We will then examine a range of international organizations and their different purposes. We will look at the political, economic and social environments in which international organizations operate and the challenges they face.

Module Topics

- Leadership development
- International leadership
- The rise of NGOs

Module Aims and Objectives

- Recognize competencies of leadership
- Appreciate the role of the NGO sector
- Evaluate how shifts in global power may be accomplished peacefully

Module Assessment

Groups will be assigned questions from the lectures and group presentations will be assessed based on content and participation.

Module Recommended Reading

- Mendenhall, M.E., Osland, J.S., Bird, A., Oddou, G.R., Maznevski, M.L., Stevens, M.J., and Stahl, G.K. (2013). *Global Leadership: Research, Practice and Development* (2nd Ed.). New York: Routledge. ISBN-13: 978-0415808866
- George, B., Sims, P., McLean, A.N., & Mayer, D. (2007). *Discovering Your Authentic Leadership*. Harvard Business Review, October 2007.
- https://scholar.princeton.edu/sites/default/files/gji3/files/power_and_liberal_order.pdf
- <https://www.theguardian.com/commentisfree/2017/sep/09/global-power-shifting-asia-europe-must-adapt>
-

- <http://acuns.org/wp-content/uploads/2013/11/gg-weiss.pdf><https://ec.europa.eu/digital-single-market/en/content/governance-triangle-regulatory-standards-institutions-and-shadow-state>

Module 2 | Business Innovation and Strategy

Module Description

Leaders value innovation and aim to foster a culture of innovation in organizations. Yet, innovation is an ongoing challenge. This module defines disruptive innovation, a form of innovation that can be a major advantage for organizations to harness growth. You will be introduced to ways of thinking about business strategy and will develop the ability to evaluate strategic decisions. The module explores how business leaders can have a strategic and positive impact beyond the organization.

Module Topics

- Business strategy
- Disruptive Innovation
- Impact Investing

Module Aims and Objectives

- Learn to identify stages of the innovation cycle
- Understand the Capitalist's Dilemma
- Improve professional communication skills

Module Assessment

Students will work in groups to generate a business idea for social impact. Groups will present their business proposal.

Module Recommended Reading

- "The Innovator's Dilemma" Author: Clayton Christensen
- "How Will You Measure Your Life?" Author: Clayton Christensen
- <https://www.deseretnews.com/article/865659714/Sarona-A-private-investment-firm-with-a-heart.html>
- <https://www.deseretnews.com/article/865666094/Embrace-the-disruption-innovation-that-enters-our-personal-lives.html>
- <https://www.deseretnews.com/article/865634210/Crowdfunding-lends-to-need-for-financial-literacy.html>

国际领导力与商业管理

国际领导力与商业管理

课程时间：7月19日至8月1日（第三期）

课程时长：2周

学分：相当于2个美国学分

要求：无

课程结构：专业讲座课程（30学时），专业辅导课程（4小时），机构探访课程（4小时）

评估：通过个人和小组讲演进行评估。

培训技能：案例研究分析能力，批判性思维，团队合作能力，讲演能力，沟通能力

所需材料：带有Excel，并可用于讲演的笔记本电脑。

课程说明

本课程将讨论领导者如何引导组织或团队走向成功，同时在全球范围内创造积极的社会影响。在第一个单元中，我们将讨论全球领导力。世界是由许多国家组成的，这些国家通过外交渠道彼此相处、贸易和交谈。随着非政府组织的兴起，个人也在世界舞台上发挥着重要作用。本单元旨在加深对个人和组织能够努力解决问题和促进和平的全球背景的理解。在第二个模块中，我们将重点介绍一个最有影响力的理论来理解企业的成功和失败，即颠覆性创新。我们将讨论在组织之外产生影响和造福社会的商业战略。

模块 1 | 全球领导力

模块说明

该模块首先介绍全球房地产市场，使用折现现金流预测房地产开发和投资估值，投资绩效本单元旨在加深对全球环境的理解，在全球环境中，领导者可以为更美好的世界发挥影响力。首先，我们将讨论领导力和一个有效领导者的素质。然后，我们将审查一系列国际组织及其不同的宗旨。我们将研究国际组织运作的政治、经济和社会环境及其面临的挑战。

模块主题

- 领导力发展
- 国际领导
- 非政府组织的兴起

学习目标

- 了解认知领导能力
- 认同非政府组织部门的作用
- 评估如何和平地实现全球力量的转变

模块评估

学生将分析一个案例研究，并以小组的形式进行陈述。

模块推荐读物

- Mendenhall, M.E., Osland, J.S., Bird, A., Oddou, G.R., Maznevski, M.L., Stevens, M.J., 和Stahl, G.K. (2013年)。全球领导力：研究、实践和发展（第2版）。纽约：劳特利奇。ISBN-13:978-0415808866
- 乔治, B., 西姆斯, P., 麦克林, A.N., 梅尔, D. 发现你真正的领导力, 《哈佛商业评论》, 2007年10月。
- <https://scholar.princeton.edu/websites/default/files/gji3/files/power>网站

- <https://www.theguardian.com/commentsfree/2017/sep/09/global-power-shifting-asia-europe-must-adapt><http://acons.org/wp-content/uploads/2013/11/gg-weiss.pdf><https://ec.europa.eu/digital-single-market/en/content/governance-triangle-regulatory-standards-institutions-and-shadow-state> 公司

模块 2 | 创新与战略

模块说明

领导者重视创新，并致力于在组织中培养创新文化。然而，创新是一个持续的挑战。本模块定义了颠覆性创新，这是一种创新形式，可以成为组织利用增长的主要优势。我们将向您介绍有关业务战略的思考方式，并将培养您评估战略决策的能力。本单元探讨企业领导者如何在组织之外产生战略和积极影响。

模块主题

- 领导经营战略
- 颠覆性创新
- 影响投资

学习目标

- 学会识别创新周期的各个阶段
- 理解资本家的困境
- 提高专业沟通技巧

模块评估

学生们将分组工作，制定商业理念。小组将提出他们的商业计划书。

模块推荐读物

- 《创新者的困境》作者：克莱顿·克里斯滕森
- “你将如何衡量你的生活？”作者：克莱顿·克里斯滕森
- <https://www.deseetnews.com/article/865659714/Sarona-A-private-investment-firm-with-A-heart.html>
- <https://www.deseetnews.com/article/865666094/Embrace-the-disruption-innovation-that-enters-our-personal-lives.html>
- <https://www.deseetnews.com/article/865634210/Crowdfunding-lends-to-need-for-financial-literality.html>

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Make your own Life Changing Story



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CSAP 2020

世界并不在你的地图与笔记里，
当你归来时，
你将从此与众不同 ...

Cambridge Summer Academic Programme

剑桥暑期学术课程项目

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