



Course Specification

— (Bachelor)

Course Title: Fundamentals of Value Creation

Course Code: FIN 212

Program: B.SC. Finance

Department: Department of Economics and Finance

College: College of Business Administration

Institution: University of Ha'il

Version: Version Three

Last Revision Date: 05 October 2023

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A. General information about the course:

1. Course Identification

1. Credit hours: 3Hrs

2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (3rd)/Second Year

4. Course general Description:

This course is designed to prepare students to interpret and analyze Value Creation. The concepts of Economic Profit, EBIT and ROCE. They will acquire the knowledge of determinants of shareholder value and wealth creation.

5. Pre-requirements for this course (if any):

FIN101

6. Co-requirements for this course (if any):

None

7. Course Main Objective(s):

- This course aims to develop student knowledge about the concepts of Shareholder value creation and Techniques of valuation based on Discounted Cash flows, Concepts of Measuring value creation, shareholder wealth creation and intangible assets valuation are also highlighted.
- Encourage students to use the World Wide Web for reference to recent developments in the field. Also ensure participation in class through discussions and Presentations.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	E-learning	0	0
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 	0	0





No	Mode of Instruction	Contact Hours	Percentage
4	Distance learning	0	0

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	0
3.	Field	0
4.	Tutorial	0
5.	Others (specify)	0
Total		45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Memorize the Shareholder Value Creation and Techniques involved in valuation based on Discounted Cash flows	K1	1 Lecture 2.Co-operative Learning 3.Problem solving 4.Presentation	Direct Method: 1. Theoretical Final Exam 2.Midterm Exam 3.Short exam (Quizzes) 4.Homework/Class work Indirect Method: Students Course Evaluation Survey (CES)





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.2	Recognize the methods of Creating value and Value Neutral Actions and the various New Approaches for measuring Value Creation	K1	1 Lecture 2.Problem solving 3.Presentation	Direct Method: 1. Theoretical Final Exam 2.Midterm Exam 3.Homework Indirect Method: Students Course Evaluation Survey (CES)
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2.0	Skills			
2.1	Analyzing skills in exhibiting and understanding financial decisions involving Value Creation	S1	1 Lecture 2.Problem solving 3.Presentation	Direct Method: 1. Theoretical Final Exam 2.Midterm Exam 3.Homework Indirect Method: Students Course Evaluation Survey (CES)
2.2	Predict the process of using various Approaches in measuring value ,Shareholder Wealth creation, Corporate Governance and Intangible assets Valuation	S2	1 Lecture 2.Problem solving 3.Presentation	Direct Method: 1. Theoretical Final Exam 2.Midterm Exam 3.Homework Indirect Method: Students Course Evaluation Survey (CES)





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.3	<i>Illustrate/Calculate</i> the firm's financial decisions, interpret and analyze problems pertaining to Value Creation and suitably advise.	S3	1 Lecture 2.Problem solving 3.Presentation	Direct Method: 1. Theoretical Final Exam 2.Midterm Exam 3.Homework 4.Short exam (Quizzes) Indirect Method: Students Course Evaluation Survey (CES)
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate ethical responsible behavior as well as leadership quality when involved in a team work in context of firms' value creation .	V1	1.Co-operative Learning 2.Problem solving 3. Presentation	Direct Method: 1.Presentations 2. Discussions Indirect Method: Students Course Evaluation Survey (CES)

C. Course Content

No	List of Topics	Contact Hours
1.	Chapter 1: Definition and Importance of Shareholder Value Creation	9
2.	Chapter 2: Techniques of Valuation based on Discounted Cash flows	8





3.	Chapter 3: Methods of Creating value and Value Neutral Actions	4
4.	Chapter 4: New Approaches for measuring Value creation	8
5.	Chapter 5: Shareholder Wealth creation: Definition and Measures	4
6.	Chapter 6: Corporate Governance and Value creation	4
7.	Chapter 7: Intangible assets and Value Creation	8
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class work, Home work	2 nd , 3 rd , 4 th ,10 th , 12 th ,14 th	5%
2.	Presentation	13 th	5%
3.	Quizzes	4 th & 14 th	10%
4	Mid Term Exam	8 th	30%
5	Final Exam	16 th	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	<ol style="list-style-type: none"> 1. Pablo Fernandez "Valuation methods and shareholder value creation", 2002, Elsevier, ISBN 9780122538414 2. Hawawani, Claude Viallet' Finance for Executives : Managing for Value Creation Edition- 6th.(2019),, Publication- Western Cengage Learning, ISBN- 978-0538751346.
Supportive References	<ol style="list-style-type: none"> 1.Aswath Damodaran: Value Creation and Enhancement: Back to the Future, 1999, NY university working papers 2.Lawrence C. Karlson "Corporate Value Creation: An Operations Framework for Nonfinancial Managers" 2015, Wiley, ISBN: 978-1-118-





	99752-9
Electronic Materials	<p>Library Online Databases of the university - http://libsys.uoh.edu.sa:2048/login</p> <p>Blackboard - http://www.uoh.edu.sa/MediaCenter/Advertisements/Pages/blackboard-tutorial.aspx</p> <p>http://www.stern.nyu.edu/adamodar</p> <p>http://www.bloomberg.com</p> <p>http://www.tadawul.com.sa</p> <p>http://www.nyse.com</p> <p>http://www.wsj.com</p> <p>http://www.investopedia.com</p> <p>http://www.businessdictionary.com</p>
Other Learning Materials	NA

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms
Technology equipment (projector, smart board, software)	Smart Board
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
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Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chairperson & Peers (PAAAP) Class Observation (using class observation form) Students Course Evaluation Survey (CES)	Direct In Direct
Effectiveness of Students assessment	Reviewer (faculty from the same department) Reviewing the exam paper Co-signing the grades. Unified Mid-term/Final Exams	Direct
Quality of learning resources	Instructor (Course Report). Students Course Evaluation Survey (CES)	Direct In Direct
The extent to which CLOs have been achieved	Instructor Direct Method (CLOs Assessment Form for all assessment methods) Students (CLOs Assessment Survey)	Direct In Direct
Other	None	None

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	NO. 03
DATE	12-11-2023

