

The Scope of International Financial Management Final Term

1. Write down your viewpoints when you have finished watching “**Steve Jobs's Top 10 Rules For Success**”(Notes: at least one hundred words.)
<https://www.youtube.com/watch?v=eHzAtxW3TzY>

2. Answer the following questions

(1) Please explain what are the dangers associated with taking P/E ratios at face value (point out the real reasons and items had to be taken into consideration)

(2) For starters in investment, earnings aren't always clear cut.

What will happen in the next?

(3) If the company is growing quickly, you will be comfortable buying it even it had a high P/E ratio....., Point out your viewpoints about the above statements.(don't write just simple answers)

<http://isites.nhu.edu.tw/yschao/doc/5188>

You can see the reference file is on the bottom

3. Compare with Amazon and Google these two large world-wide enterprises in the following items.

(1) these five years share price historical data (show them by month)

(2) **2-1 Market Cap (2012-2017/ Q3)**

2-2 Asset Amount (2012-2017/ Q3)

2-3 Annual revenue (2012-2017/ Q3)

(3) **STP (Segmentation-Targeting-Position)strategy**

(4) **Competitive strengths in product catagory**

(5) **Business model**

(6) **Gross profit ratio (2012/January -2017/November)**

(7) **6 P strategy (Product-Price-Place-Promotion-People-Position)**

4. Best Investing Strategies had two main types:

Technical Analysis VS Fundamental Analysis, write out

(1) the strengths and weakness comparing with each other.

(2) Depending on your investment personality, which type will you prefer? Why?

(3) In stock and/or bond market, point your analytical method.

Reference website: <http://isites.nhu.edu.tw/yschao/doc/5155>

5. Concerning about “Cause and Effect Diagrams-also known as Ishikawa or fishbone”

(1) **What is the definition of “Cause and Effect Diagrams-also known as Ishikawa or fishbone”.**

(2) **What are the main functions of “Cause and Effect Diagrams-also known as Ishikawa or fishbone”?**

(3) **To figure out the fishbone framework.**

6. **How to implement Firm-wide Risk Management**, in this process, there are some guiding principals for successful implementation. Write them out and explain the main contents.

7. According to standard economic theory, firm managers should maximize expected profits without regard to the variability of reported earnings. However, literature on the reasons for managers' concern about the volatility of financial performance dates back to 1984, when Stulz offered a viable economic reason for firm managers' concern.

(1) Why do risk management so important? Explain Why?

(2) **How Can a Firm Mitigate Risk?**

(3) Describe your risk tolerance and risk management whenever you have already invested in some financial items including your profit gain-and-loss tolerance percentage

8. What are the major differences between stock market and bond market? Write out a table to show the main differences with each other.

9. Why Amazon can overpass 1 Trillion Market Cap?

Point out your observations and statements about this issue.

10. Enterprise Risk Management is a business decision making process to identify and manage uncertainty. The process used in ERM programs is the same as that used in traditional risk management programs, except that now the risk, figure the ERM process out. Providing the following reference website:

<http://isites.nhu.edu.tw/yschao/doc/4482>

ENTERPRISE RISK MANAGEMENT- A framework for success

11. What do you get from this course, write out your learning feeling, viewpoints and the deepest issues you have ever reminded.

12. (1) Best Investing Strategies: "Growth Investing" is one of the popular strategies for most investors, please describe the main contents of "Growth Investing Strategy".

(2) What are your viewpoints and considerations whenever you will take this investment strategy.