

## **COURSE PROFILE**

TRAINING LEVEL: UNDERGRADUATE  
TYPE: FULL TIME

### **1. COURSE TITLE:**

Course name: Corporate Valuation 2.

Course code: MKDG1109; Number of credit: 3

**2. COURSE STAFF:** Valuation Department

**3. ASSUMED BACKGROUND:** Not required

### **4. COURSE DESCRIPTION:**

Corporate Valuation is the subject of one specialized knowledge system shall comprise basic knowledge of the theory and practice of serving the information collection, analysis and diagnosis of business operations for determining the enterprise value and the value of different types of assets in the enterprise.

### **5. COURSE OBJECTIVES:**

Provides the knowledge and basic skills, systems, modern and practical methods of information collection, analysis and diagnosis of business operations serve the enterprise assessment and the special types of assets owned enterprises valuation, allowing students the ability to assess and manage the value of the business in the market. With this knowledge and skills, students graduate with the ability to drill down research and teaching specialized in the price or work for companies, offices valuation, securities firms, consultants and the state management agency on prices, the asset management business.

## 6. COURSE CONTENTS:

### LEARNING ACTIVITIES

No	Content	Credits	Detail		Notes
			Theory	Activities (Exercises, Discussions, test)	
1	Chapter 6	8	5	3	<i>If you need special conditions for teaching, practice, you may note here</i>
2	Chapter 7	8	5	3	
3	Chapter 8	6	4	2	
4	Chapter 9	8	6	2	
5	Chapter 10	5	4	1	
6	Chapter 11	5	3	2	
7	Chapter 12	5	3	2	
	Review				
	<b>Total</b>	<b>45</b>	<b>30</b>	<b>15</b>	

#### Chapter 6 COST OF CAPITAL

##### I. COST OF CAPITAL AND CREATED VALUE

1.1. Overview of the cost of capital and value creation

2.2. Time to create value in the business

1.3. Some ways that can help increase the value created for businesses

##### II. AVERAGE COST OF CAPITAL (WACC)

2.1. Where there is no income tax

2.2. Income tax case

##### III. MODEL CAPM

3.1. Essential CAPM

3.1.1. The formula for calculating

3.1.2. Assumptions of the model

3.1.3. The downside of the model

3.2. The theory of portfolio and risk

3.2.1. Distinguish between risk and may not be reimbursed reimbursement

3.2.2. Principles of diversification

3.3. Capital Markets (Capital market line) and Stock (Security market line)

3.3.1. Capital markets CML (Capital market line)

3.3.2. Stock SML (Security market line)

3.4. Estimate the parameters of the CAPM

3.4.1. Profitability ratio estimate risk

3.4.2. Estimating the risk premium  $[E(R_m) - R_f]$

3.4.3. Beta coefficient estimates

3.5. Model ATP (Arbitrage Pricing Theory)

3.5.1. Overview of models

3.5.2. Structure of model

3.5.3. Model solution

3.5.4. How to use the APT

Summary Chapter 6

References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
- Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.

Chapter 7 VALUATION METHODS BASED ON INCOME

I. OVERVIEW OF INCOME-BASED METHODS

1.1. Key Concepts

1.2. Method is based on income

II. DISCOUNTED DIVIDEND METHOD (DDM)

2.1. Gordon-Shapiro formula

2.2. Gordon-Shapiro formula (With dividend growth rate  $g\%$ )

2.2.1. Construction formula Gordon-Shapiro (The dividend growth rate  $g\%$ )

2.2.2. Using P / E of model DDM

2.2.3. Estimates of Index of Gordon-Shapiro formula

2.3. Dividend discount extended

2.4. Bates model

III. METHOD discounted cash flow (DCF)

3.1. Overview discounted cash flow method (DCF)

3.2. DCF method of valuation of the enterprise

3.2.1. Discounted cash flow equity (FCFE)

3.2.3. Estimation of parameters in the discounted cash flow method

IV. LEGAL PROVISIONS OF VIETNAM IN THE USE OF CASH FLOW METHOD  
IN VALUATION DISCOUNT ENTERPRISE VALUE

Exercise: Answer and explain the following exercises

Situation property valuation KTM

Summary Chapter 7

References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.

- Pratt, Reilly, Schweih (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.

## Chapter 8 BUSINESS VALUATION METHODS WITH COMPARATIVE MARKET VALUE

### I. METHODS OF COMPARATIVE MARKET VALUE

- 1.1. Overview method of comparing market prices
- 1.2. The necessary adjustments when the reference method deals  
Transaction capabilities  
Control or minority  
Enterprise value is active and liquidation value
- 1.3. Selection criteria referenced company
  - 1.3.1. Gather information reference companies
  - 1.3.2. Selection criteria referenced company
  - 1.3.3. Reference number of companies selected
  - 1.3.4. Period reference selection
- 1.4. Decision criteria for valuation
  - 1.4.1. Effects of ownership characteristics
  - 1.4.2. Active businesses and enterprises liquidated
  - 1.4.3. Type of company
- 1.5. Handling assets of inactivity, excess assets, inefficient assets
- 1.6. The company operates in many fields

### II. APPLICATION METHODS OF REFERENCE

- 2.1. Steps reference method
- 2.2. Determine the multiplier formula
- 2.3. Choices (standardized) values should define
  - 2.3.1. P / E valuation of shares
  - 2.3.2. Using other indicators of reference, comparison
- 2.4. Clarify the nature of the relationship of the human factor, the value of the final selections
  - 2.4.1. Clarify the nature of the relationship of the human factor
  - 2.4.2. Lua final value choose between the results

### III. PRICE COMPARISON APPROACH MARKET VALUATION OF ASSETS UNDER VIETNAM CF STANDARDS

- 3.1. the basics
- 3.2. Content method
- 3.3. Steps valuation method comparison
- 3.4. Time, conditions crawl
  - 3.4.1. Time to collect information:
  - 3.4.2. Conditions crawl:
- 3.5. Information analysis

3.6. Adjustment of asset prices compare differences based on factors compare

3.7. Determining the value of the assets should be evaluated

Exercise: Answer and explain the following exercises

Chapter Summary

References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
- Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.

Bees 9 ASSETS VALUATION METHODS

I. OVERVIEW METHODS OF ASSETS

1.1. The basis of the method properties

1.2. Content method

1. The assets are valued based on the market value at the sale again

2. The assets are valued based on the replacement cost

3. The assets are valued based on purchase price adjustment coefficients and coefficients reassessment use

4. The property is assessed on production costs

5. The assets, loans, debts are assessed on cash flow

6. The property has no value

7. Special considerations when evaluating

1.3. Process underway and a limited number of methods

1.3.1. Process conducted

1.3.2. Some limitations of the method

II. GOODWILL

2.1. The general formula

2.2. Method of accounting association

III. LEGAL PROVISIONS OF VIETNAM IN USE CORPORATE ASSETS

VALUATION METHOD

Annex 01 Examples of methods for determining the age, method of calculating depreciation rate for buildings, machinery and equipment

Appendix 02: Example of cost method

Chapter Summary

References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
- Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.

- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.
- Valuation Standards Vietnam

## Chapter 10 VALUATION OF INTANGIBLE ASSETS AND INTELLECTUAL PROPERTY

### I. OVERVIEW OF INTANGIBLE ASSETS

#### 1.1. Definition, characteristics and classification of intangible assets

##### 1.1.1. Definitions

##### 1.1.2. These characteristics of intangible assets

##### 1.1.3. Classification of intangible assets

#### 1.2. The value of intangible assets

##### 1.2.1. Formed the basis value of intangible assets

##### 1.2.3. the meaning of the value of intangible assets

#### 1.3. Intangible assets and accounting work

##### 1.3.1. The recognition of intangible assets accounting work

##### 1.3.2. Accounting intangibles

##### 1.3.3. Depreciation of intangible

### II. METHODS OF VALUATION OF INTANGIBLE ASSETS

#### 2.1. The outline of the method of valuation of intangible assets

##### 2.1.1. The valuation method based on cost

##### 2.1.2. The valuation method based on income

##### 2.1.3. The valuation method based on market value

#### 2.2. The method of valuation of brands

##### 2.2.1. The accounting regulations relating to trademarks

##### 2.2.2. Methods based on goodwill

##### 2.2.3. Methods based on consumer behavior

##### 2.2.4. The method is based on market value

##### 2.2.5. Methods based on costs

##### 2.2.6. Method discounted cash flow (Cash Flow)

##### 2.2.7. The method is based on the value of securities

##### 2.2.8. Method "Marken-Bilanz" of A.C. Nielsen

##### 2.2.9. Method SORGEM

#### 2.3. The method of determining the value of business goodwill (goodwill)

##### 2.3.1. The general formula calculated business advantage (GW)

##### 2.3.2. The method of valuation of business advantages to Circular 146/2007 / BTC

### III. LEGAL ISSUES AND INTANGIBLE ASSET MANAGEMENT

#### 3.1. Legal issues related to intangible assets

##### 3.1.1. Intellectual property rights

##### 3.1.2. Legal system concerning intellectual property in Vietnam

#### 3.2. Management of intangible assets in Vietnam

##### 3.2.1. Proportion of intangible assets of major corporations in the world

##### 3.2.2. Valuation of intangible assets during the equitisation in Vietnam

3.2.3. Situation management of intangible assets of enterprises Vietnam

3.2.4. Some macro solutions to increase the value of intangible assets in enterprises Vietnam

Chapter Summary

References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
- Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.
- Robert F. Reilly, Robert P. Schweihs (2002), valuing Intangible assets, The McGraw-Hill Companies.
- Gordon V. Smith (2001), Valuation of Intangible Assets and Intellectual Property, third edition, The McGraw-Hill Companies.

Chapter 11 VALUATION OF THE SECURITIES AND OTHER SPECIAL FINANCIAL ASSETS

I. VALUATION OF BONDS

1.1. Profits and risks of bonds

Yields of bonds

Risks of bonds

Factors affecting bond prices

1.2. Determining the value of bonds

Determining the value of common bonds (Straight Bond)

Determining the value of the bond does not pay periodic interest (coupon bond Zero)

Determining the value of bonds with floating interest rates (Floating rate bond)

Determining the value of convertible bonds (convertible bond)

II. VALUATION OF FUTURE CONTRACTS

2.1. Essential futures contracts (futures Contracts)

Concept

Distinguish between futures contracts and forward contracts

2.2. Determining the value of futures contracts

Track, record futures price on the market

III. VALUATION OF CONTRACT OPTION (OPTION)

3.1. An overview of the options contract

Concept

These elements of the right to choose

The price related to options contracts

3.2. Profitability analysis when holding the right to choose

Put option

Buying put options

### 3.3. Black-Scholes formula for option pricing

#### Chapter Summary

#### References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
- Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.

## CHAPTER 12 CONCLUSIONS AND VALUATION REPORT

### I. THE NECESSARY ADJUSTMENTS TO THE CONCLUSION OF ENTERPRISE VALUE

#### 1.1. The adjustments associated with control

##### 1.1.1. The importance of corporate control

##### 1.1.2. Adjust control benefits associated with these approaches Valuation

##### 1.1.3. Some other factors affecting the value of control

#### 1.2. The ability to adjust to the transaction

##### 1.2.1. Factors affecting liquidity controlling interests

##### 1.2.2. Factors affecting the extraction excluding transaction due to lack ability

#### 1.3. Other adjustments

The conversion factor limiting

The individual risk factors

#### 1.4. Synthesis and conclusions resulting business valuation

Reconsideration process

Selection criteria approach to valuation

Conclusion final price

### II. GUIDE PREPARED AND INSPECTION REPORT IN BUSINESS VALUATION

#### 2.1. Guide prepared valuation reports

#### 2.2. Check the valuation report

### III. FORM VALUATION REPORT BY LAW VIETNAM

#### 3.1. Standard reporting form number 04: Report on the results, profiles and deed the property appraisal value.

#### 3.2. Sample valuation report now under Circular No. 146/2007 / TT of the Ministry of Finance

#### References chapter

- Corporate Valuation Textbooks
- Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
- Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
- Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.



- Circular No. 146/2007 / TT of the Ministry of Finance

7. COURSE: Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.

#### 8. REFERENCES:

1. Aswath Damodaran (2002), Valuation, second edition, John Wiley & Sons.
  2. Pratt, Reilly, Schweihs (2000), valuing a business, fourth edition, The McGraw-Hill Companies.
  3. William Britton, Keith Davies, Tony Johnson (1989), Modern Methods of Valuation, eighth edition, Estates Gazette.
  4. Robert F. Reilly, Robert P. Schweihs (2002), valuing Intangible assets, The McGraw-Hill Companies.
  5. Gordon V. Smith (2001), Valuation of Intangible Assets and Intellectual Property, third edition, The McGraw-Hill Companies.
  6. Bruno Cavalier (1994), Evaluation des entreprises et Financement, Paris II.
  7. Brilman Jean Claude Maire (1990), Manuel d'Evaluation des entreprises, Les Editions d'Organisation.
  8. Nguyễn Ngọc Quang (2015) Giáo trình Đánh giá giá trị doanh nghiệp, NXB ĐHKQTĐ.
11. Corporate Valuation Textbooks

#### 9. ASSESSMENT

- **Attendance (10%).** Requirement : attendance at least 70%
- **Mid term exam (30%) :** Writing test (multiple choice questions, open questions, excercises), team work assignment.
- **Final exam (60%):** Writing test (multiple choice questions, open questions, excercises).

#### 10. LECTURER

- Course coordinator: Ph.D. Nguyen Ngoc Quang
- Lecturers: MBA.Nguyen Thi Minh Phuong, MBA.Tran Viet Ha, Prof.PhD.Vu Tri Dung.

Head of department

*Hanoi, date*  
RECTOR