

Course Schedule: Fall Semester 2008
Asset Valuation and Business Strategy

Day	Date	Assignments
Thursday	28-Aug	Assign Strategy Paper; Introduction to Course; In-class review finance and Strategy
Tuesday	2-Sep	Read Starbucks Case for discussion; Read notes on services and branding on library reserve: lecture and discussion on how to write/prepare a case
Thursday	4	Strategy Paper due; Introduction to Starbucks Case and answers to Starbucks questions due; continue more detailed discussion/writing of Starbucks; Spreadsheet introduction and assignment
Tuesday	9	Individual write ups for Starbucks due; presentations to class of Starbucks Case--selection is random; Come to class with your group members selected
Thursday	11	Spreadsheet Due
Tuesday	16	Spreadsheet Due
Thursday	18	Group write-up of Starbucks Case is due: groups randomly selected to present to class--feedback and discussion; Financial Detectives assignment explained
Tuesday	23	Financial Detective discuss in class; Blue Ocean Strategy in-class work; Oracle case introduction
Thursday	25	Oracle Due in class presentation Groups ABC ; Introduce Matching Dell; Spreadsheet work
Tuesday	30	Debrief Oracle; Spreadsheet work
Thursday	2-Oct	Matching Dell Presented DEF ; Read Chapter 15 and 17 in RWJ
Tuesday	7	Debrief Matching Dell; Introduce Diageo (read The Capital Structure Puzzle by Stewart Myers and other handouts)
Thursday	9	Present Diageo Groups ABC ; Spreadsheet Work
Tuesday	14	Debrief Diageo; Introduce Mid-term Exam; Spreadsheet Work on Acquisitions
Thursday	16	Inclass Mid-term exam
Tuesday	21	Fall break
Thursday	23	Blue Ocean Strategy Yellow Tail Wine--in-class case
Tuesday	28	Prepare Brown Forman; Read Valuation Methodology handout;spreadsheet valuations
Thursday	30	Brown-Forman presented by DEF ; Spreadsheet work
Tuesday	4-Nov	Debrief Brown-Forman; Introduce Gucci Group, Read War of the Handbags for background
Thursday	6	Present Gucci Group Case, Groups AB ; Read Mergers and Acquisitions in RWJ
Tuesday	11	Debrief Gucci Group; Introduce Nantucket Nectars; Read Hostile Takeovers: A Primer for the Decision Maker
Thursday	13	Present Nantucket Nectars Groups CD; introduce Home Depot
Tuesday	18	Debrief Nantucket Nectars; introduce Yeats Valves
Thursday	20	Present Home Depot Groups EF
Tuesday	25	Thanksgiving Recess begins at 10:00 pm
Thursday	27	Thanksgiving Break
Tuesday	2-Dec	Preparation for Yeats Valves
Thursday	4	Yeats Valves
Tuesday	9	Debrief Yeats Valves and prepare for Final
Fri-Wed	17-Dec	Final Exams