

UNIVERSITY OF PENNSYLVANIA
THE WHARTON SCHOOL
FNCE 728 – CORPORATE VALUATION – FALL 2012

Professor	Cesare Fracassi
Office	TBA
Professor Office Hours	Tuesday and Thursday, 4:00-5:30
E-Mail	TBA
Course Web Page	via Canvas
Class Times	T/R 09.00AM – 10:20AM, TBA (SECTION 001) T/R 10:30AM – 11:50AM, TBA (SECTION 002) T/R 12:00PM – 01:20PM, TBA (SECTION 003)
Teaching Assistant (TA Sessions)	TBA
Email	TBA
Review Sessions	TBA
TA Office Hours	Available upon request.

Course Objectives

This course covers business valuation, equity valuation, fixed income valuation, and option valuation. The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.

The course starts with a broad overview and discussion of valuation techniques. There are a number of different ways to try and determine the value of an asset, and it is almost always good practice to use more than one valuation method. Following the overview of valuation techniques, we start with methods for calculating the discount rate used in cash flow valuation methods. Our discount rate discussion involves determining the firm's cost of capital – both debt and equity capital – and the effect of leverage (debt) on the firm's cost of equity and the firm's overall cost of capital. Following our discount rate discussion we cover valuation effects of a firm's capital structure.

After our discount rate and capital structure classes we start coverage of cash flow valuation techniques used to value businesses and equity. We start with the discounted cash flow method (DCF), which is the most widely used cash flow valuation method. DCF valuation models are well-suited for sensitivity analysis, and we will cover methods for modeling the effects of varying material inputs of the DCF model. Cash flow valuation methods include many uncertain inputs, and sensitivity analysis help reveal the effects of varying the major inputs of the valuation. I will go through a detailed DCF example in class, and students will perform a valuation and sensitivity analysis on a company of their choosing as one of the major assignments of the course. Following the DCF work we will cover two additional cash flow valuation methods, the Adjusted Present Value method (APV) and the Capital Cash Flow method (CCF), and work a Harvard Business School (HBS) case covering the DCF, APV, and CCF methods. After our coverage of cash flow valuation methods, we will cover the use of relative valuation multiples (e.g., EV/EBITDA, P/E) and work through an HBS case on the use of valuation multiples in determining firm and equity value. We conclude the section on business and

equity valuation with a discussion of control premiums and liquidity discounts, and a look at valuation in both LBO and M&A contexts.

We next cover the valuation of fixed income instruments (bonds). Fixed income instruments are valued using a method generally known as “pricing with the curve”, which involves using the information in the current Treasury yield curve to price riskless and risky debt. Specifically, we will bootstrap a yield curve with current Treasury prices and use our bootstrapped curve to price riskless debt. We will use the bootstrapped riskless curve and a risk spread over the curve to price risky debt. Pricing with the curve is a nice illustration of both cash flow valuation and relative valuation.

The course concludes with the valuation of options. Option valuation tools are some of the most powerful valuation tools developed in financial economics. We will cover the valuation of financial options with both the binomial option pricing model and the Black-Scholes option pricing model. We follow our discussion of financial option valuation techniques with a brief introduction to the notion of real options, which enriches and expands the traditional valuation techniques previously covered in the course.

Prerequisites

The minimal prerequisites to attend the course are Introductory Financial Accounting, Introductory Corporate Finance, Introductory Statistics or Econometrics, and basic knowledge of EXCEL or some other spreadsheet package. Note that knowledge of intermediate accounting (ACCTG 201 and/or ACCTG 202 OR ACCTG 742) might be preferable for this course, although it is not required. Stronger accounting skills will of course make some of the material easier to understand.

Students with weak accounting and finance backgrounds will be at a disadvantage in this course. Working knowledge of EXCEL is also important. Students who hope to never see a financial statement again should not take this course.

The course utilizes extensive and detailed readings, chapter exercises, valuation projects, and two exams. Students should expect the workload for this course to be demanding, as such, it is only recommended for those students who are interested in learning valuation techniques in depth. Students who took this course in the past have indicated that the workload is extremely heavy compared to other courses. Because of the technical nature of this course, the course does not appeal to all students. I believe in communicating the complexity of the issues one faces in valuation.

Materials

Required Textbook

- Valuation: The Art & Science of Corporate Investment Decisions, by Sheridan Titman and John Martin, Addison-Wesley, 2008 2nd Edition, ISBN 0136117015.

Optional Textbooks

- Fixed Income Securities, Bruce Tuckman, 2nd Edition, 2002, John Wiley & Sons.
- Corporate Finance, Jonathan Berk and Peter DeMarzo, 1st Edition, 2006, Addison Wesley

Required HBS Case material (available online)

- AirThread Connections. – HBS Case # 4263

- The Boston Beer Company, Inc. – HBS Case #196138
- Arundel Partners: The Sequel Project – HBS Case #292140

In order to purchase the cases, the students need to access the Harvard Business Publishing website at <http://cb.hbsp.harvard.edu/cb/access/14407290> and click the Purchase Course button. Purchasing the 2-case course-pack gives you a 50% discount relative to buying the cases individually. Since these are group assignments, you can buy one case per group

You can also purchase the four Tuckman chapters we will cover in this class on a per-chapter basis for \$4.50/chapter at the following website: <http://www.garpdigitallibrary.org/display/author.asp?aid=75> (This is the website for the GARP Digital Library, in the event this particular link does not work.)

The *Wall Street Journal*, *Financial Times*, the *New York Times* business section, the *Economist*, or *Business Week* are all recommended. We will cover the conceptual material to help you think through financial decisions. However, details of a particular issue a recruiter might ask your thoughts on may come from the press.

Course Requirements and Grading

Your grade in the course will be determined as follows:

	<u>Assignment</u>	<u>Points</u>
In-Class Contribution		5
HW#1 (FCF)	Individual	-
HW #2 (Discount Rate)	Individual	-
HW #3 (DCF Valuation)	Individual	15
HW #4 (APV and Multiples)	Individual	5
HW #5 (Fixed Income)	Individual	10
Valuation Case 1 (AirThread)	Group	10
Valuation Case 2 (Boston Beer)	Group	10
Valuation Case 3 (Arundel Partners)	Group	10
Final Exam	Individual	<u>35</u>
		<u>100</u>

Make-up and extra-credit assignments are generally not possible. Your grade will be determined solely by the components listed above. The homeworks are individual assignments. The cases are group assignments. Please work in groups of 2-3 people.

The final examination will be administered during the final exam period. The final exam is cumulative and covers all material mentioned in the course. You are allowed one letter-sized sheet of paper, where you can write, front and back, any formula or information you might need. A calculator is also allowed. No other material is allowed. The best way to prepare for these exams is by going through examples from the lecture notes and the textbook after each lecture and by working through past exams.

Please note the scheduling of the exam. You are responsible for ensuring that you are available and on campus to take the exam. I will not FAX exams to remote locations. I will not permit anyone to take the exams at another time unless you are gravely ill, face a significant emergency or have an exam conflict. If your travel plans conflict with the date of an exam, you should change your travel plans now, or drop the course. Please advise potential employers that you cannot schedule interviews that conflict with your exam schedule.

A forced curve will be used for grading purposes. The target grade distribution follows the MBA course recommended distribution, with approximately:

A	(4.00)	25%
A-	(3.67)	20%
B+	(3.33)	15%
B	(3.00)	35%
B-	(2.67) or below	5%

C's, D's and F's will be awarded where deserved. Natural breaks in the distribution will be used to determine the final grade distribution. No student is allowed to take the course on a pass/fail basis.

Attendance Requirement

You are required to attend every class. The education experience for everyone suffers if participation or attendance for the class becomes a problem. If for any reason you cannot attend a class, you need to email me in advance with the reason of your absence. If you miss class without advance notice, it will count as two absences. If you miss five or more classes I reserve the right to fail you so that you may take the class at a later date when it is more convenient for you. By Wharton policy, you must notify me of your pending absence at least one day prior to the date of observance of a religious holiday. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence. Absence due to religious holidays does not count towards the 5 absence limit.

Students should attend the section of the class for which they are registered. Students are expected to attend class throughout the semester. In the case of a rare conflict, students can attend another of my sections. I teach the same class at 9:00AM, 10:30AM, and 12:00 PM in the same room on Tuesdays and Thursday. You should notify me by 9:00 AM by email if you are planning to attend a different section and you should come up to me prior to the start of the class you will attend.

Course Website

Material for the projects and additional readings will be posted for student access via Canvas. There will be copies of the PowerPoint slides I will use during lectures available on the website as well. If you are registered for the class, you can gain access to the Canvas room at <https://wharton.instructure.com/>.

Classroom Professionalism Policy

The highest professional standards are expected of all members of the school community. The collective class reputation and the value of the MBA experience hinges on this. Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects. The MBA classroom experience is enhanced when:

- **Students arrive on time.** On time arrival ensures that classes are able to start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
- **Students display their name cards.** This permits fellow students and faculty to learn names, enhancing opportunities for community building and evaluation of in-class contributions.
- **Students minimize unscheduled personal breaks.** The learning environment improves when disruptions are limited.

- **Students are fully prepared for each class.** Much of the learning in the MBA program takes place during classroom discussions. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them, as well.
- **Students attend the class section to which they are registered.** Learning is enhanced when class sizes are optimized. Limits are set to ensure a quality experience. When section hopping takes place some classes become too large and it becomes difficult to contribute. When they are too small, the breadth of experience and opinion suffers.
- **Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.
- **Laptops are closed and put away.** When students are surfing the web, responding to e-mail, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights of the students who are not engaged. Faculty office hours are spent going over class material with students who chose not to pay attention, rather than truly adding value by helping students who want a better understanding of the material or want to explore the issues in more depth. Students with real needs may not be able to obtain adequate help if faculty time is spent repeating what was said in class. There are often cases where learning is enhanced by the use of laptops in class. Faculty will let you know when it is appropriate to use them. In such cases, professional behavior is exhibited when misuse does not take place.
- **Phones and wireless devices are turned off.** We've all heard the annoying ringing in the middle of a meeting. Not only is it not professional, it cuts off the flow of discussion when the search for the offender begins. When a true need to communicate with someone outside of class exists (e.g., for some medical need) please inform me prior to class.

Academic Dishonesty

I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the school and the degree and demean the honest efforts of the majority of students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

The responsibilities for both students and faculty with regard to the Honor System are described on <http://www.upenn.edu/academicintegrity/>. As the instructor for this course, I agree to observe all the faculty responsibilities described therein. If the application of the Honor System to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

As specific guidance regarding collaboration for this course, you should consider the completion of the three individual problem sets to be an individual effort. It is OK to ask for help from others on the individual assignments if you get completely stuck or lost, however, you should develop your own answer and certainly not cut and paste the work of others. The three case assignments will be completed in pairs or groups of three. Group *preparation* for examinations is acceptable and encouraged.

Students with Disabilities

Upon request, the Wharton School provides appropriate academic accommodations for qualified students with disabilities. Information on how to register, downloadable forms, including guidelines for documentation, accommodation request letters, and releases of information are available online at [http://www.upenn.edu/provost/PennBook/guidelines/for_addressing_academic_issues_for_students_w ith_disabilities](http://www.upenn.edu/provost/PennBook/guidelines/for_addressing_academic_issues_for_students_with_disabilities) Please do not hesitate to contact SDS at (215) 573-9235 or via e-mail if you have any questions.

FNCE 728 Corporate Valuation – Detailed Schedule - Fall 2012

Week	day	date	class	Topic	material
1	Thu	6-Sep	1	Introduction and Discussion of Valuation Techniques. Review of main accounting concepts.	Titman & Martin, C1
	Tue	11-Sep	2	Definition of Free Cash Flow. Discounted Cash Flow Model. Annuities and Perpetuities. <i>(Assign HW #1 – Individual Assignment)</i>	Titman & Martin, C2 & C6
2	Thu	13-Sep	3	Calculating the Discount Rate: The CAPM.	Titman & Martin, C4
	Tue	18-Sep	4	Calculating and unlevering/re-levering beta. Fama-French 3 factor model <i>(HW #1 due. Assign HW #2 – Individual Assignment)</i>	Titman & Martin, C4
3	Thu	20-Sep	5	Valuing a Company using DCF. No friction Model without Taxes and Bankruptcy Costs.	Titman & Martin, C4
	Tue	25-Sep	6	Frictions: Taxes and Bankruptcy costs. Conflict between debt-holders and equity holders. <i>(HW #2 due)</i>	Titman & Martin, C4
4	Thu	27-Sep	7	WACC with Taxes and Bankruptcy costs.	Titman & Martin, C4 & 5
	Tue	2-Oct	8	Valuing a Company using the WACC model . Available Datasets. In-class example Model set-up. <i>(Assign HW#3 – Individual Assignment)</i>	Titman & Martin, C4
5	Thu	4-Oct	9	Valuing a Company with the DCF method - in-class example. Sensitivity analysis (scenario analysis, break-even, and simulation)	Titman & Martin, C3
	Tue	9-Oct	10	Valuing a Company with the APV method. <i>(HW#3 due. Assign Valuation Case 1 – AirThread - HBS Case #4263 – Group Assignment)</i>	Titman & Martin, C9
6	Thu	11-Oct	11	Other Valuation Models: Cost Approach, Flow to Equity, EVA	Titman & Martin C7
	Tue	16-Oct	12	Discussion of Case 1: AirThread <i>(Valuation Case 1 due)</i>	
7	Thu	18-Oct	13	Valuing a company with comparables and multiples; selecting comparable companies; <i>(Assign HBS Case #9-196-138 Valuation Case 2 – Boston Beer – Group Assignment)</i>	Titman & Martin, C8
	Tue	23-Oct	14	Valuing a company with comparables and multiples; application to the in-class example	Titman & Martin, C8

Week	day	date	class	Topic	material
8	Thu	25-Oct	15	Discussion of Case 2: The Boston Beer Company, Inc (<i>Valuation Case 2 due. Assign HW#4</i>)	
	Tue	30-Oct	16	Additional Topics for Discussion - Equity Control Premiums & Liquidity Discounts. Earnings accretion and dilution.	Titman & Martin, C's 6 & 8
9	Thu	1-Nov	17	Valuing startups, LBOs and M&A transactions. (<i>HW#4 due</i>)	Titman & Martin, C10
	Tue	6-Nov	18	Valuing Financial Institutions	
10	Thu	8-Nov	19	Valuation of Fixed Income Instruments - curve construction, discount factors, spot rates, and forward rates.	Tuckman C's 1-4
	Tue	13-Nov	20	Valuation of Fixed Income Instruments : Pricing riskless debt with a Treasury Curve	Tuckman C's 1-4
11	Thu	15-Nov	21	Valuation of Fixed Income Instruments - in-class example including bootstrapping a Treasury curve, solving for static and zero-volatility spreads on risky debt, pricing and analyzing risky debt with spread measures - (<i>assign HW#5</i>)	Tuckman C's 1-4
	Tue	20-Nov	22	Financial Options - Descriptions and Payoff diagrams;	Titman & Martin, C's 11
12	Tue	27-Nov	23	Valuation of Financial Options - Black-Scholes and Binomial pricing models (<i>HW#5 due</i>)	Titman & Martin, C's 11
	Thu	29-Nov	24	Valuation of Real Options; (<i>Assign Case 3 - Arundel Partners</i>)	Titman & Martin, C's 12 & 13
13	Tue	4-Dec	25	Discussion of Case 3 (Real Options Case DUE at the beginning of the class)	
	Thu	6-Dec	26	Wrap-up	