

FLORIDA ATLANTIC UNIVERSITY™

Graduate Programs—NEW COURSE PROPOSAL¹

UGPC APPROVAL _____
 UFS APPROVAL _____
 SCNS SUBMITTAL _____
 CONFIRMED _____
 BANNER POSTED _____
 CATALOG _____

DEPARTMENT: SCHOOL OF ACCOUNTING

COLLEGE: COLLEGE OF BUSINESS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX _____ ACG _____ COURSE NUMBER 6373 _____ LAB CODE (L or C) _____

(TO OBTAIN A COURSE NUMBER, CONTACT RSHIMAN@FAU.EDU)

COMPLETE COURSE TITLE: Business Valuation, Advanced Theory, Concepts, and Methodologies

EFFECTIVE DATE

(first term course will be offered)

Summer 2013

CREDITS:²
3

TEXTBOOK INFORMATION:

Trugman, Gary R. 2008. Understanding Business Valuation: A Practical Guide to Valuing Small to Medium Sized Businesses, 3rd edition. New York: American Institute of Certified Public Accountants

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR X SATISFACTORY/UNSATISFACTORY _____

COURSE DESCRIPTION, NO MORE THAN THREE LINES:

A study of the advanced theory, concepts and methodologies applicable to business valuation. Applications include cost of capital; valuation report writing; advanced application of the major valuation approaches; valuation synthesis; discounts and premiums; pass-through tax entities; and expert witnessing in valuation, for litigation, financial reporting, taxation, and transactions.

PREREQUISITES*: ENROLLMENT IN SCHOOL OF ACCOUNTING EXECUTIVE PROGRAMS AND **ACG 6375**, Business Valuation for Forensic Accountants

COREQUISITES*:

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)*:

ACCOUNTING, BUSINESS, GRADUATE

* PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: Academically or Professional Qualified to teach masters level accounting courses

Faculty contact, email and complete phone number:
 George Young, Ph.D.
gyoung@fau.edu
 954-236-1195

Please consult and list departments that might be affected by the new course and attach comments.³ Department of Finance (see attached)

Approved by:

Department Chair: _____
 College Curriculum Chair: *G. L. ...*
 College Dean: *Paul ...*
 UGPC Chair: *Nancy ...*
 Graduate College Dean: *...*
 UFS President: _____
 Provost: _____

Date:
2/12/13
3/11/13
3.4.13
3/20/2013
3-21-13

1. Syllabus must be attached; see guidelines for requirements: www.fau.edu/provost/files/course_syllabus_2011.pdf
2. Review Provost Memorandum: **Definition of a Credit Hour** www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf
3. Consent from affected departments (attach if necessary)

Email this form and syllabus to UGPC@fau.edu one week before the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website prior to the meeting.



Florida Atlantic University
COLLEGE OF BUSINESS

ACG 6373

CRN XXXXX

Business Valuation, Advanced Theory, Concepts, and Methodologies

(Three credit hours)

Tentative Course Syllabus

[Semester and Year]

[Location of Class]

[Day and Time of Class]

Professor Information

Name

Office Address

E-mail Address

Phone Number

Office Hours

Required Text and Materials

Trugman, Gary R., 2008. Understanding Business Valuation: A Practical Guide to Valuing Small to Medium Sized Businesses, 3rd edition. New York: American Institute of Certified Public Accountants

Supplemental readings will be distributed in class or through eCollege.

Course Description

A study of the advanced theory, concepts and methodologies applicable to business valuation. Applications include cost of capital; valuation report writing; advanced application of the major valuation approaches; valuation synthesis; discounts and premiums; pass-through tax entities; and expert witnessing in valuation, for litigation, financial reporting, taxation, and transactions.

This is an intense course of lectures, readings and discussions during approximately the first half of the semester followed by several weeks where students work on a semester project valuing a business and writing a report.

Course Prerequisites and Credit Hours

Prerequisites: Enrollment in School of Accounting Executive Programs and ACG 6375, Business Valuation for Forensic Accountants (3 credit hours).



Course Learning Objectives

- Assess cost of capital and required rates of return
- Identify, explain, and conduct the concepts, theory, and procedures necessary to determine an advanced valuation
- Evaluate the results from multiple valuation approaches in reaching a valuation opinion
- Critically evaluate valuation discounts and premiums
- Identify the effect of pass-through tax status on investment values
- Communicate a valuation analysis in a written report

Grading Scale

Students may view their total points-to-date using eCollege. Letter grades are only relevant to final point totals and will be assigned based on the following distribution of the percentages of total possible points.

A = 100-90	C = 76-70
A- = 89	C- = 69
B+ = 88-87	D+ = 68-67
B = 86-80	D = 66-60
B- = 79	D- = 59
C+ = 78-77	F = 0-59

Course Evaluation Method

The following table summarizes each component of your grade for this course.

<i>Component</i>	<i>Points</i>	<i>Percent</i>
Exam	150	37.5%
Semester project	150	37.5%
Discussion postings	<u>100</u>	<u>25.0%</u>
Total	400	100.0%

Important dates

Last day to drop a course without receiving a "W" (fee liable) is mm/dd/yy.

Last day to drop a course without receiving an "F" (fee liable) is mm/dd/yy.

(Note: These dates are furnished for your convenience; if you are contemplating dropping a course, you are responsible for confirming the accuracy of these dates with the SOAEP staff.)



Additional Course Policies

Missing Exams

A make-up exam will be given for valid reasons (medical emergency, family emergency, university-scheduled events, religious observation, or class conflicts) consistent with University policy and the professor's discretion. If you do not have a valid reason for missing an exam, a zero grade may be assigned.

Late Assignment

The semester project submitted after the stated due date will receive a zero grade.

Attendance Policy

Students are expected to attend / view all course lectures and participate in all eCollege discussion boards.

Incompletes

There are no incompletes for this course except in the case of extraordinary circumstances (for example, excessive absences due to severe illness). The professor determines when an incomplete is appropriate.

Points Awarded

It is the responsibility of the student to monitor the points awarded to- date in eCollege. The student has up to two weeks following the posting of any points to contest the number of points, after which the points are considered final.

Electronic Communication

eCollege and FAU email will be used in this course for content delivery, assignments, and other communications. Accordingly, **it is the student's responsibility** to check the eCollege course site and their FAU email account for announcements, etc. I will do my best to respond to your course-related questions within 24-48 hours. I may post answers to questions on eCollege rather than individual responses if I believe that answers will benefit members of the class.

Exam

The exam focuses on the valuation concepts illustrated during the semester. The exam is designed to evaluate your understanding of the concepts. The exam format may include multiple choice, problems, essay, and short answer.



Project

The project is a semester-long valuation activity that allows you to apply the concepts being illustrated in class in a real-world type of situation. The project is to be completed in a two-person team that ends with a written report. Specific requirements for the project will be distributed in class.

Discussion Postings

The ability to interact in a meaningful manner and convey relevant information efficiently with colleagues is a critical component of success, regardless of your particular career objectives. Communication is a skill, and may therefore be learned and improved with practice. In an effort to provide you with a relatively low-cost venue and high-benefit incentive for developing these skills a portion of your grade in this class is based on participation points related to your discussion posting. It is expected that everyone will post responses to each individual discussion board topic in a timely manner. Simply put, you cannot wait until the end of the semester to make all of your posts.

Readings

You must read the assigned material at least once before you attend / view the lecture (overheads will be available through eCollege on the Wednesday prior the lecture). In addition to the assigned readings from the textbook, selected readings from the business press and professional journals may be made available to you on occasion. You are strongly encouraged to take advantage of this opportunity to become familiar with the practitioner viewpoint on the issues.

Supplemental lectures

Supplemental lectures will be available via eCollege archives and are an integral part of this course. Students are expected to view these supplemental lectures in addition to the regular class lectures on the course schedule. The topics and timing of these supplemental lectures will be distributed in class or eCollege.

Problems using eCollege, Accessing Videos, and other Technology Problems

The School of Accounting Executive Programs maintains an information technology help desk dedicated exclusively to its executive students. The help desk is staffed by several full-time IT Professionals and is open 8:00 to 5:00 on weekdays and during limited hours on the weekends, according to the schedule published at <http://help.schoolofaccounting.com/content.php?123-SOAEP-IT>.

Please report all technical issues directly to <http://helpdesk.schoolofaccounting.com>.



Please do not report technical issues to your course professors or to any of our staff by email or other means outside of <http://helpdesk.schoolofaccounting.com>, as this will only cause a significant delay in your getting help.

Professors do not provide technical support for eCollege, course video, or other IT services. Emailing your professor (or other person) will likely add a long delay in your getting help. If you email your professor about a problem, it might take a couple of days before your professor forwards your message to one of the IT staff professionals. The IT staff professional might be out of office and not receive the forwarded email message for a couple more days. Then, when the IT professional person does receive your email message, he or she will have to contact you and manually create a support ticket. The entire process could take up to a week or longer. On the other hand, if you instead submit your report or request directly to <http://helpdesk.schoolofaccounting.com>, a support ticket will automatically be created, and an email copy of your request will instantly be sent to the IT staff professional on duty at the time. During normal business hours, your request will immediately be delivered to all 3 full-time IT professionals. Further, you will receive an immediate email response that contains a login ID and password that you can use to track progress relating to your issue.

Some typical IT problems served by <http://helpdesk.schoolofaccounting.com>

1. You can't login to eCollege
2. You are having problems within eCollege
3. You have problem viewing or hearing a class video
4. You are having a problem submitting an online quiz

During Saturday live lectures, you can be connected directly to the video engineer for your live classroom by visiting and clicking on the Live Support Button. This is the simplest and fastest way to get help during live lectures for lecture-related problems.

Etiquette Policy

To foster a more professional learning environment and to develop habits that lead to success in the business work, all participants must engage in professional behavior.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed herein.



Course Outline

Tentative Course Calendar

Week	Date	Topic	Primary Reading, etc.
1		Review of valuation theory	Trugman (2008: ch.4)
2		Cost of capital	Trugman (2008: ch.11)
3		Cost of capital	Crain (2011), Trugman (2008: pp.307-339)
4		Pricing benchmarks	Trugman (2008: ch.7 and 8)
5		Discounts and premiums	Trugman (2008: ch.12)
6		Valuing pass-through tax entities	Trugman (2008: pp.339-352), supplemental reading(s) on eCollege
7		Tax Court Cases	Trugman (2008: ch. 2)
8		Goodwill	Trugman (2008: ch. 18)
9		Professional Standards	Trugman (2008: ch. 2)
10		<i>Applicability of standards to project</i>	Supplemental Readings on
11		<i>Exam</i>	
12		<i>Discussion of which alternative methods are appropriate for project</i>	Project Handout
13		<i>Examination of possible defenses in court/arbitration of methods chosen</i>	Project Handout
14		<i>Students work on project*</i>	Project due
15		Course Recap and Valuation synthesis	

* There will be no class lecture. Students work on the semester project. Student support for the project this week will be available via email and/or eCollege.



This schedule is tentative; therefore, this schedule could be changed, including topics and assignments, at any time during the semester.

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Disability Policy Statement

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) – in Boca Raton, SU 133, (561) 297-3880; in Davie, LA 203, (954) 236-1222; in Jupiter, SR 117, (561) 799-8585; or, at the Treasure Coast, CO 128, (772) 873-3305 – and follow all OSD procedures.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.** For further information, please see Academic Policies and Regulations.

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C". This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's Writing Across the Curriculum and Gordon Rule



math requirements also have a minimum grade requirement of a “C”. Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in Chapter 4 of the University Regulations.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... activities which interfere with the educational mission within classroom.” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn.



Maintenance of these rights requires classroom conditions which do not impede their exercise.

To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.

Reading List for the Following Proposed Course: Business Valuation for Fair Value Accounting, Auditing, and Financial Reporting (ACG 6377)

Bakewell , Chris and Bryan Benoit . (2007). SFAS 157: an overview of fair value and valuation standards for intangibles. *Business Valuation Review*, 26:4

Crane , Matthew and Mark Levy. (2009). Fair valuation of trade claims. *Business Valuation Review*, 28:4, 181-185

Dandekar , Manoj P. (2005). In-process research & development (IPR&D) valuation and technology economics. *Business Valuation Review*, 24:2, 71-81

Elkounovitch , Ron-zeev. (2011). A fair value discount factor (deflator) applied to the valuation of earnouts. *Business Valuation Review*, 30:4, 115-120

Ellsworth , Richard K. (2006). Amortization tax benefits and the fair value of intangible assets. *Business Valuation Review*, 25:4, 170-172

Ellsworth , Richard K. (2008). The Theory of Customer Relationship Valuation. *Business Valuation Review*, 27:4, 175-182

Ellsworth , Richard K. (2009). Retirement measurement when estimating customer life characteristics. *Business Valuation Review*, 28:2, 105-109

Ellsworth , Richard K. (2010). Account attrition, survivor curves, and customer relationship valuation. *Business Valuation Review*, 29:4, 152-159

Ellsworth , Richard K. (2010). Attrition analysis, revenue growth, and customer mortality. *Business Valuation Review*, 29:1, 32-36

Ellsworth , Richard K. (2011). Actuarial methods, survivor curves, and customer remaining useful life estimation. *Business Valuation Review*, 30:3, 104-110

Ellsworth , Richard K. (2011). Attrition analysis, the partial period, and customer retirement forecasts. *Business Valuation Review*, 30:2, 65-69

Grant , Dwight. (2011). Valuing contingent consideration using option pricing. *Business Valuation Review*, 30:4, 121-131

Guderjohn , Daniel. (2011). Valuing contingent consideration: discount rate selection. *Business Valuation Review*, 30:3, 100-103

Harbula , Péter. (2007). The market approach and the impact of business combination accounting rules. *Business Valuation Review*, 26:1, 14-21

Mard, M. J., Hitchner, J. R., And Hyden, S. D. (2007). *Valuation for financial reporting: Fair value measurements and reporting, intangible assets, goodwill and impairment*: Wiley.

Richard K. Ellsworth. (2010). Customer renewal probabilities and population life expectancy. *Business Valuation Review*, 29:3, 110-114

Smith , David. (2010). Valuation of customer relationships—choice, application, and results of various attrition analysis methodologies. *Business Valuation Review*, 29:3, 100-109

Tallau , Christian. (2009). The value of earn-out clauses: an option-based approach. *Business Valuation Review*, 28:4, 174-180

Vulpiani , Marco. (2008). Cost of capital estimation for intangibles valuation in purchase price allocation. *Business Valuation Review*, 27:1, 23-29

Weber , Lynne J. and Rick G. Schwartz. (2009). Valuing contingent consideration under SFAS 141R, Business Combinations: Issues and Implications for CFOs and the Transaction Team. *Business Valuation Review*, 28:2, 59-66

Zyla , Mark L. (2012). *Fair value measurement*, Second Edition, New Jersey: John Wiley & Sons, Inc.

RE: New course proposal

Emilio Zarruk

To: George Young
Monday, November 26, 2012 8:29 AM

George: I have not received any objections from faculty. Please go forward and good luck. Emilio

From: George Young
Sent: Monday, November 26, 2012 7:52 AM
To: Emilio Zarruk
Cc: whopwood@whopwood.com
Subject: RE: New course proposal

Hello Emilio,

Have your faculty provided feedback to you regarding the proposed business valuation courses? I am to present these courses to the School of Accounting faculty this Friday, November 30, and wanted to know whether your faculty had come to any conclusions regarding these courses.

Thanks, Emilio.

George

George Young, Ph.D., CFE, CPA
Associate Professor
Academic Director
School of Accounting Executive Programs
Master of Accounting (Forensic Accounting Concentration)
and Master of Tax
College of Business
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From: George Young
Sent: Monday, October 22, 2012 1:53 PM
To: Emilio Zarruk
Cc: whopwood@whopwood.com
Subject: RE: New course proposal

Emilio,

One more thing: The only students who can enroll in these proposed courses are those who are enrolled in the School of Accounting Executive Programs (SOAEP). Thus, the courses would not be available to any students who are not enrolled in the SOAEP.

George

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From: George Young
Sent: Monday, October 22, 2012 1:28 PM
To: Emilio Zarruk
Cc: whopwood@whopwood.com
Subject: RE: New course proposal

Hello Emilio,

I have attached syllabi for the proposed courses.

You also might want to let your faculty know that the courses are taught from the perspective of the forensic accountant. The American Institute of Certified Public Accountants (AICPA) has a valuation section and a credential, the Accredited in Business Valuation (ABV), that has become well-recognized over the years. We have sought the assistance of a CPA/ABV who was chairperson the AICPA committee on business valuation for two years and has authored and co-authored articles on business valuation to help us think about how we could prepare students for entry-level positions within the accounting community.

Let me know if you or your faculty have additional questions.

Thanks for your consideration, Emilio.

George

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From: Emilio Zarruk
Sent: Monday, October 22, 2012 1:14 PM
To: George Young
Subject: RE: New course proposal

Hi George: Some of the finance faculty are asking to see the proposed syllabi for these courses. Thanks. Emilio

From: George Young
Sent: Monday, October 22, 2012 8:35 AM
To: Emilio Zarruk
Subject: FW: New course proposal

Hello Emilio,

I was checking to see if you'd had a chance to make a decision as to whether the Finance Department had any objection to the School of Accounting Executive Programs offering the courses on business valuation I mention below.

Thank you for your consideration.

Sincerely,

George

George Young, Ph.D., CFE, CPA
Associate Professor
Academic Director
School of Accounting Executive Programs
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and Master of Tax
College of Business
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From: George Young
Sent: Wednesday, September 26, 2012 9:13 AM
To: Emilio Zarruk
Subject: New course proposal

Hello Emilio,

I'm contacting you today as academic director of the School of Accounting Executive Programs.

As you're probably aware, the School of Accounting, through its Executive Master's of Accounting (Forensic Accounting concentration) program, has been teaching a business valuation course for the last nine years. Business valuation is an important component of forensic accounting and many CPA firms have business valuation departments or do valuations through their litigation services departments.

The School of Accounting is considering creating three additional graduate courses in business valuation.

My question to you is the following: Would the Finance department object to us creating these courses?

I appreciate and thank you and your department for its consideration in this matter, Emilio.

Sincerely,

George

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and Master of Tax
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