



A TEACHING MANIFESTO: AN INVITATION TO MY CLASSES

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It's time (again)

- Every semester that I teach, and it has only been in the spring in the last few years, I issue an invitation to anyone interested to attend my classes online.
- While I cannot offer you credit for taking the class or much direct personal help, you can watch my sessions online (albeit not live), review the slides that I use and access the post class material, and it is free.
- If you are interested in a certificate version of the class, NYU offers that option, but it does so for a fee. You can decide what works for you, and whatever your decision is, I hope that you enjoy the material and learn from it, in that order.

My Spring 2020 Teaching Schedule

- I will be teaching three classes in Spring 2020 at the Stern School of Business (NYU), a corporate finance class to the MBAs and two identical valuation classes, one to the MBAs and one for undergraduates.
 - If you decide to take one of the MBA classes, the first session will be on February 3, 2020, and there will be classes every Monday and Wednesday until May 11, 2020, with the week of March 15-22 being spring break. In total, there will be 26 sessions, each session lasting 80 minutes.
 - The undergraduate classes start a week earlier, on January 27, and go through May 11, comprising 28 sessions of 75 minutes apiece.

1. Regular Classes

- With all three classes, the sessions will be recorded and converted into streams, accessible on my website, as well as YouTube videos, with each class having its own playlist.
- In addition, the classes will also be carried on iTunes U, with material and slides, accessible from the site.
 - ▣ The session videos will usually be accessible about 3-4 hours after class is done and you can either take the class in real time, watching the sessions in the week that they are taught, or in bunches, when you have the time to spend to watch the sessions; the recordings will stay online for at least a couple of years after the class ends.
- There will be no need for passwords, since the session videos will be unprotected on all of the platforms.

2. Online Versions

- During the two decades that I have been offering this online option, I have noticed that many people who start the class with the intent of finishing it give up for one of two reasons.
 - The first is that watching an 80-minute video on a TV or tablet is a lot more difficult than watching it live in class, straining both your patience and your attention.
 - The second is that watching these full-length videos is a huge time commitment and life gets in the way.
- It is to counter these problems that I created 12-15 minute versions of the each session for online versions of the classes. These online classes, recorded in 2014 and 2015, is also available on my website and through YouTube, and should perhaps be more doable than the full class version.

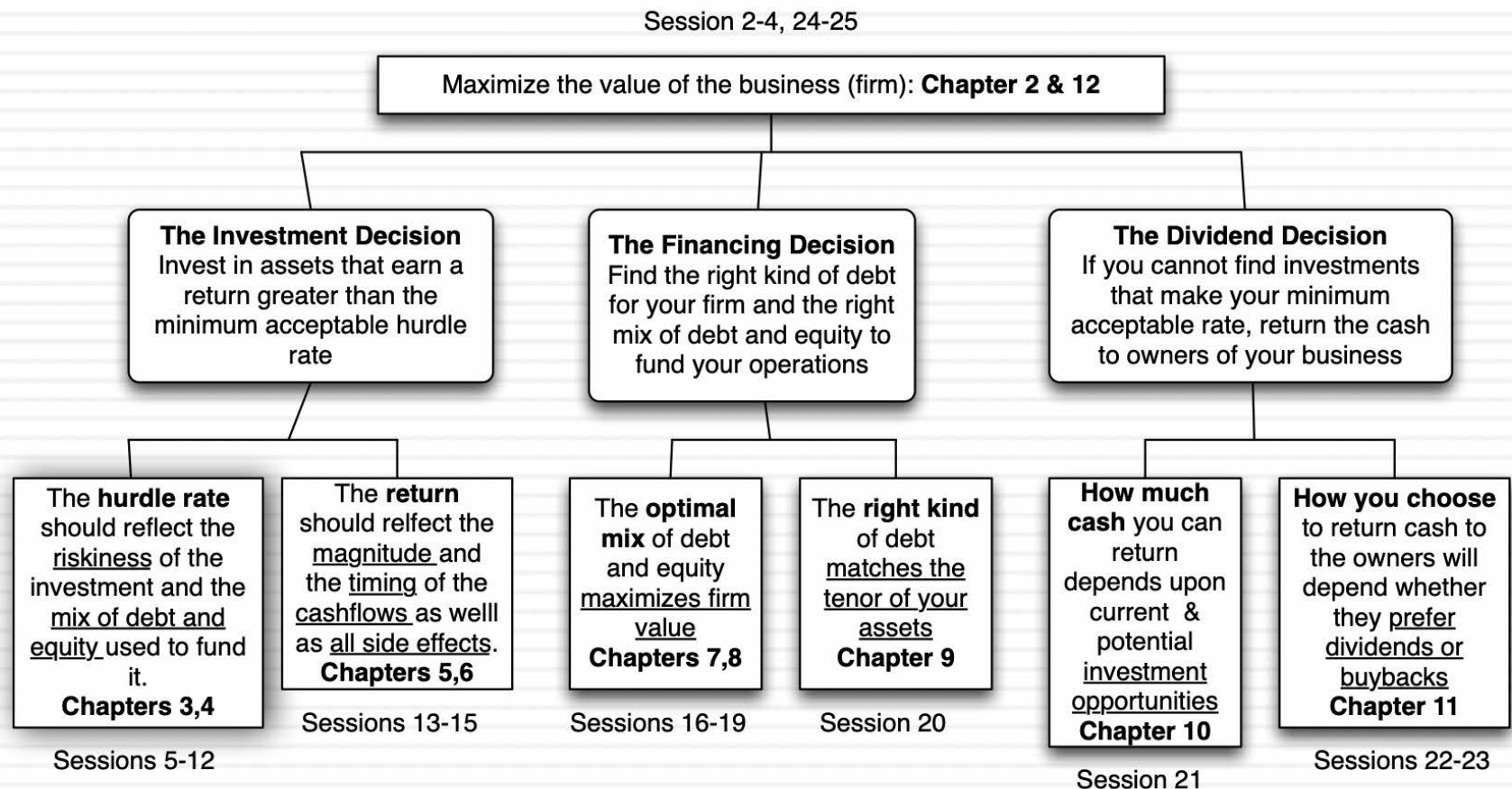
3. Certificate Classes

- If you take one of the free versions of the classes, you don't have to pay but you also will not get credit for finishing or a certificate.
 - ▣ One solution would be to offer the classes through platforms like Coursera, but those platforms work with universities, not individual faculty, and NYU has no agreements with any of these platforms.
- NYU now offers a certificate version of the class, with four differences:
 - ▣ First, each participant will have to take quizzes and a final exam, multiple choice and auto-graded, that will be scored and recorded.
 - ▣ Second, each participant will have to complete and turn in a real-world project, showing that they can apply the principles of the class on a company of their choice, to be graded by me.
 - ▣ Third, I will have live Zoom sessions every other week for class participants, where you can join and ask questions about the material.
 - ▣ Finally, at the end of the class, assuming that the scores on the exams and project meet thresholds, you will get a certificate, if you pass the class, or a certificate with honors, if you pass it with flying colors.

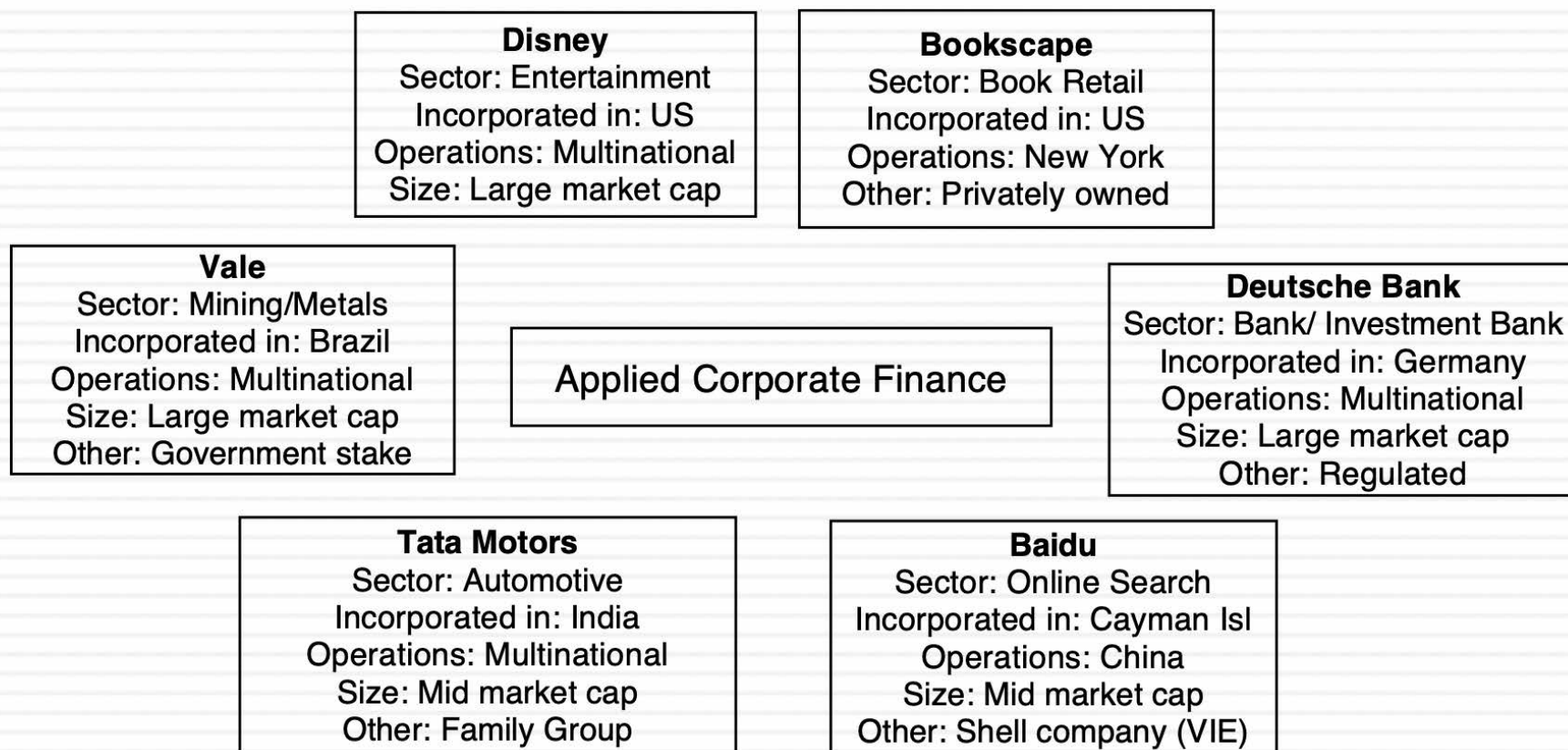
The Classes

- Corporate Finance: This class looks at the first financial principles that govern how you run a business, from setting objectives to how much to return to owners.
- Valuation: This is a class about how to value and/or price an asset, a business or a security.
- Investment Philosophy: This is a class about how to find a philosophy that will guide how you invest that is right for you.

1. Corporate Finance



It is an applied class!



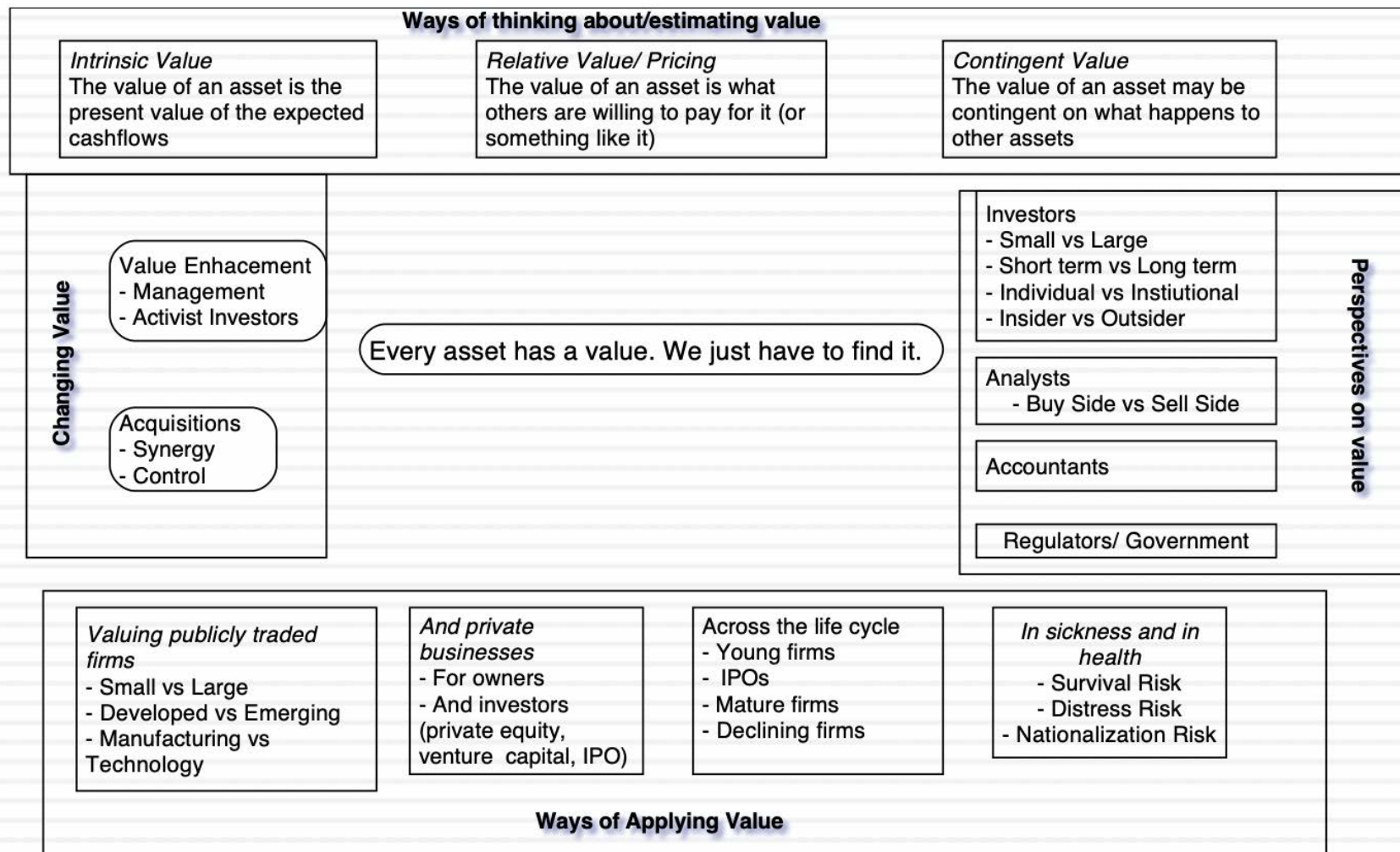
For Whom?

- I believe that having a solid corporate finance perspective can be helpful to everyone.
- I have taught this class to diverse groups, from CEOs to banking analysts, from VCs to startup founders, from high schoolers to senior citizens, and while the content does not change, what people take away from the class is different.
 - ▣ For bankers and analysts, it may be the tools and techniques that have the most staying power
 - ▣ For strategists and founders, it is the big picture that sticks.
- So, in the words of the old English calling, "Come ye, come all", take what you find useful, abandon what you don't and have fun while you do this.

Your Choice

- *1. Spring 2020 Corporate Finance MBA class (Free)*
 - ▣ [Webpage for the class](#)
 - ▣ [My website & streaming](#)
 - ▣ [YouTube Playlist](#)
 - ▣ [iTunes U class](#) (Download the iTunes U app and use enroll code of FLJ-MLN-XZL)
- *2. Online Corporate Finance Class (Free)*
 - ▣ [My website & streaming](#)
 - ▣ [YouTube Playlist](#)
 - ▣ [iTunes U class](#) (Download the iTunes U app and use enroll code of HAS-CCR-FRA)
- *3. NYU Certificate Class on Corporate Finance (It will cost you...)*
 - ▣ [NYU Entry Page](#)

2. Valuation



And Pricing...

	Value	Price
<i>What drives it</i>	Cash flows, Growth and Risk	Demand and supply, which brings in mood and momentum and other behavioral factors on top of fundamentals
<i>How to estimate it</i>	Forecast cash flows and adjust for risk, either by risk adjusting the cash flows or the discount rate.	Assess what other people are paying for similar assets/investments, by scaling the price they are paying to a common metric (multiple)
<i>What causes change</i>	Change in the fundamentals at the company level (earnings, cash flows, growth and risk) or at the macro level (interest rates, risk premiums)	Changes in fundamentals matter, but are often drowned out by swings in mood and momentum caused by "incremental news stories".
<i>Investment Philosophy</i>	Invest in assets that trade at prices less than value, and make money as price moves to value.	Buy assets at low prices and sell them at higher prices, i.e., trade the assets.
<i>Key ingredients</i>	Valuation skills, Patience, Faith	Gauge mood and momentum well and get timing right.
<i>A Picture</i>	<pre> graph LR subgraph Value_Factors [Value] CF[Cash Flows] G[Growth] R[Risk] end subgraph Price_Factors [Price] M[Multiple] PG[Peer Group] S[Story] end IV[Intrinsic Value] <--> The Gap P[Price] </pre>	

For Whom?

- Do you need to be able to do valuation to live a happy and fulfilling life? Of course not, but it is a skill worth having as a business owner, consultant, investor or just bystander.
- With that broad audience in mind, I don't teach this class to prepare people for equity research or financial analysis jobs, but to get a handle on what it is that drives value, in general, and how to detect BS, often spouted in its context.
- I want you to be able to value or price just about anything by the end of this class, from Bitcoin to WeWork, but don't take yourself too seriously, as you do so.

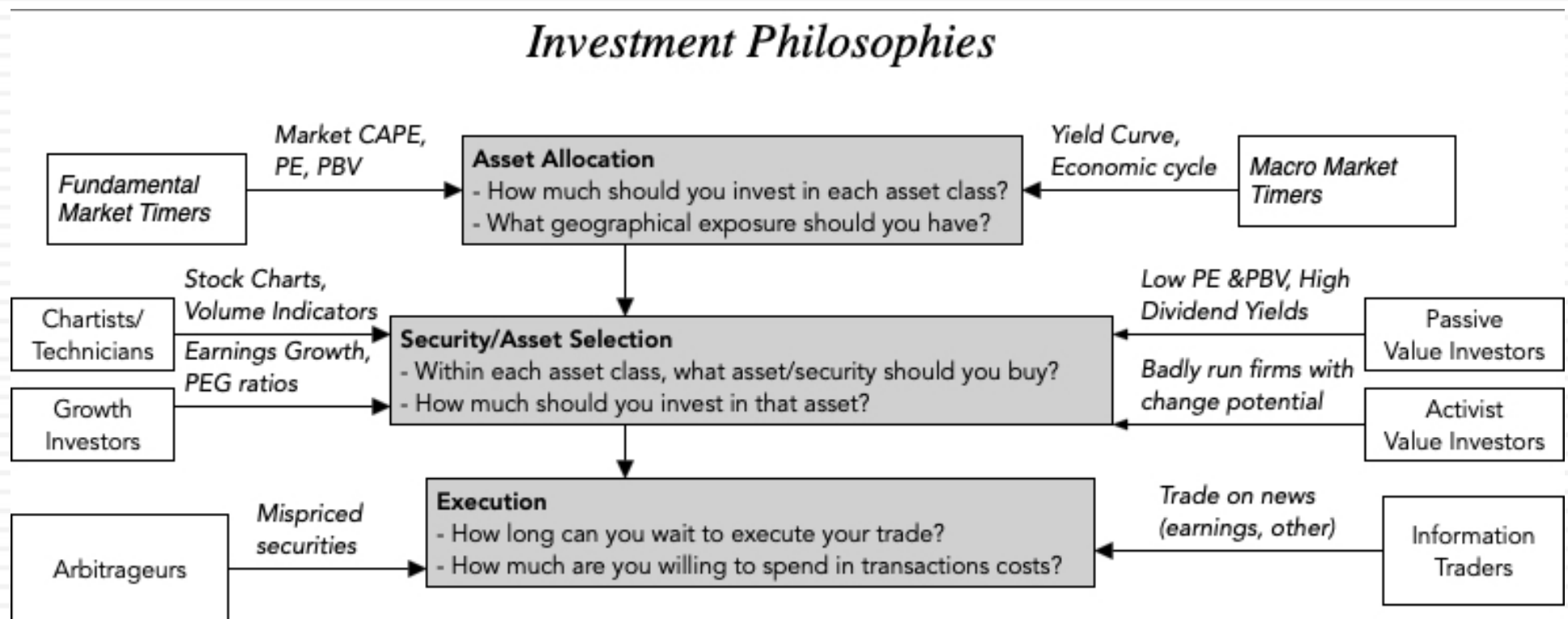
Your Choice

- ❑ *1a. Spring 2020 Valuation MBA class (Free)*
 - ❑ [Webpage for the class](#)
 - ❑ [My website & streaming](#)
 - ❑ [YouTube Playlist](#)
 - ❑ [iTunes U class](#) (Download the iTunes U app and use enroll code of FSN-WWJ-RAH)
- ❑ *1b. Spring 2020 Valuation Undergraduate class (Free)*
 - ❑ [Webpage for the class](#)
 - ❑ [My website & streaming](#)
 - ❑ [YouTube Playlist](#)
 - ❑ [iTunes U class](#) (Download the iTunes U app and use enroll code of ENT-ZXA-JYL)
- ❑ *2. Online Valuation Class (Free)*
 - ❑ [My website & streaming](#)
 - ❑ [YouTube Playlist](#)
 - ❑ [iTunes U class](#) (Download the iTunes U app and use enroll code of K7X-VD9-5KE)
- ❑ *3. NYU Certificate Class on Valuation (Paid)*
 - ❑ [NYU Entry Page](#)

3. Investment Philosophy

- If you look at the pantheon of successful investors over time, it is not only a short one, but a diverse grouping, including those from the old time value school (Ben Graham, Warren Buffett), growth success stories (Peter Lynch and VC), macro and market timers (George Soros), quant players (Jim Simon) and even chartists.
- It is also true that the millions who claim to follow these legends, by reading everything ever written by or about them and listening to their advice, don't seem to replicate their success.
- That led me to conclude that there could be no one 'best' Investment philosophy across all investors but there could be one that is best for you, given your personal makeup and characteristics, and that if you are seeking investment nirvana, the person that you most need to understand is not Buffett or Lynch, but you.

Investment Philosophies...



For Whom?

- This is a class for investors, not portfolio managers or analysts, and since we are all investors in one way or the other, I try to make it general.
- That said, if your intent is to take a class that will provide easy pathways to making money, or an affirmation of the "best" investment philosophy, this is not the class for you.
- My objective in this class is not to provide prescriptive advice, but to instead provide a menu of choices, with enough information to help you can make the choice that is best for you.
- Along the way, you will see how difficult it is to beat the market, why almost every investment strategy that sounds too good to be true is built on sand, and why imitating great investors is not a great way to make money.

Your Choice

- *1. Online Investment Philosophies Class (Free)*
 - ▣ [My website & streaming](#)
 - ▣ [YouTube Playlist](#)
 - ▣ [iTunes U](#) (Download the iTunes U app and use enroll code of J6Z-AD7-NX3)
- *2. NYU Certificate Class on Valuation (Paid)*
 - ▣ NYU Entry Page (Coming soon)

Not a Guru, just a Guide...

- I have to confess that I don't subscribe to the ancient Guru/Sishya relationship in teaching, where the Guru (teacher) is an all-knowing individual who imparts his or her fountain of wisdom to a receptive and usually subservient follower.
- I have always believed that every person who takes my class, no matter how much of a novice in finance, already knows everything that needs to be known about valuation, corporate finance and investments, and it is my job, as a teacher, to make him or her aware of this knowledge.
- Put simply, I can provide some structure for you to organize what you already know, and tools that may help you put that knowledge into practice, but I am incapable of profundity.