

# STUDY SESSION

# 9

## Equity Valuation

### Valuation Concepts

**T**his study session lays a foundation for the study of equity valuation. The first reading provides an overview of major themes and important models in equity valuation. The final reading presents topics relating to returns and discount rates, which are essential to equity valuation.

#### READING ASSIGNMENTS

<b>Reading 27</b>	Equity Valuation: Applications and Processes by Jerald E. Pinto, PhD, CFA, Elaine Henry, PhD, CFA, Thomas R. Robinson, PhD, CFA, and John D. Stowe, PhD, CFA
<b>Reading 28</b>	Return Concepts by Jerald E. Pinto, PhD, CFA, Elaine Henry, PhD, CFA, Thomas R. Robinson, PhD, CFA, and John D. Stowe, PhD, CFA

#### LEARNING OUTCOMES

#### READING 27. EQUITY VALUATION: APPLICATIONS AND PROCESSES

The candidate should be able to:

- a** define valuation and intrinsic value and explain sources of perceived mispricing;
- b** explain the going concern assumption and contrast a going concern value to a liquidation value;
- c** describe definitions of value and justify which definition of value is most relevant to public company valuation;

- d** describe applications of equity valuation;
- e** describe questions that should be addressed in conducting an industry and competitive analysis;
- f** contrast absolute and relative valuation models and describe examples of each type of model;
- g** describe sum-of-the-parts valuation and conglomerate discounts;
- h** explain broad criteria for choosing an appropriate approach for valuing a given company.

## READING 28. RETURN CONCEPTS

The candidate should be able to:

- a** distinguish among realized holding period return, expected holding period return, required return, return from convergence of price to intrinsic value, discount rate, and internal rate of return;
- b** calculate and interpret an equity risk premium using historical and forward-looking estimation approaches;
- c** estimate the required return on an equity investment using the capital asset pricing model, the Fama–French model, the Pastor–Stambaugh model, macro-economic multifactor models, and the build-up method (e.g., bond yield plus risk premium);
- d** explain beta estimation for public companies, thinly traded public companies, and nonpublic companies;
- e** describe strengths and weaknesses of methods used to estimate the required return on an equity investment;
- f** explain international considerations in required return estimation;
- g** explain and calculate the weighted average cost of capital for a company;
- h** evaluate the appropriateness of using a particular rate of return as a discount rate, given a description of the cash flow to be discounted and other relevant facts.