

<b>Course</b>	<b>BUSN 5200 / JC / Basic Finance for Managers</b>
<b>Term</b>	Spring 2, 2010 – Saturday #1 – 8:00 am – 5:00 pm 3/13, 3/27, 4/10, 4/24, 5/8 (8am -Noon)
<b>Instructor</b>	Name: Dr. David H. Fish Phone: Work: (904) 296-8600 Email: <a href="mailto:fishda@webster.edu">fishda@webster.edu</a>
<b>Catalog Description</b>	Managers and human resources management professionals must be able to understand financial information contained in financial statements and reports. Line managers must be able understand financial information contained in financial statements and reports in order to evaluate their unit's financial performance, to communicate clearly with other managers, and to apply financial information when making decisions. Human resources management professionals must understand financial statements and principles if they are to effectively assist line managers and be strategic partners with other business functions. This course will focus on the interpretation and use of basic financial information by non-financial managers, not on the production of financial statements and reports.
<b>Prerequisites</b>	None Required
<b>Course Level Learning Outcomes</b>	The student should be able to: <ol style="list-style-type: none"> <li>1. Analyze company annual reports using financial ratios including ROI</li> <li>2. Understand portfolio composition and analysis.</li> <li>3. Prepare spreadsheet analysis of the investment portfolio's progress daily and prepare a report on the final analysis of the annual reports.</li> <li>4. Analyze current business articles and relate them to accounting, finance and management decisions and environments.</li> </ol>
<b>Materials</b>	Costales, S.B. and Szurovy, G. (1993). <i>The guide to understanding financial statements</i> . (2 <sup>nd</sup> ed.). The McGraw-Hill Companies. ISBN #0-070-13197-X  <i>Publication manual of the American Psychological Association</i> . (2010). (6 <sup>th</sup> ed.) Washington, DC. ISBN: There are three versions of this text: a) hard cover, b) soft cover, and c) spiral bound. It is the student's choice as to which is purchased.  Weaver, S. C., and J. F. Weston. (2001). <i>Finance and accounting for nonfinancial Managers</i> . (4 <sup>th</sup> ed.). The McGraw-Hill Companies. ISBN #0-071-43536-0

To Order Textbooks go to the local North FL website [www.webster.edu/jack](http://www.webster.edu/jack) and click on Order Textbooks to select a vendor

(Note: Textbooks must be ordered 2 weeks prior to class to ensure delivery)

**Supplemental Reading:**

- Materials will be provided. Students should scan newspapers, news and business magazines, etc. for topical items suitable for class discussion.
- **Research Paper Guidelines and Sample Paper** – See website @ [www.webster.edu/jack](http://www.webster.edu/jack) and click on the Student Resources category.

**Grading**

Assignments	Maximum Points
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|---|------------------|
| • Pre-Assignment                                | 10 points        |
| • SWOT Research Project/Written Paper           | 15 Points        |
| • SWOT Research Project/PowerPoint Presentation | 10 Points        |
| • Fantasy Stock Project (Mid-Term Project)      | 15 Points        |
| • Case Studies (7.5 each x 4)                   | 30 Points        |
| • Homework                                      | 10 Points        |
| • Class Participation and Attendance            | <u>10 Points</u> |

<b>TOTAL</b>	<b>100 Points</b>
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Letter grades will be assigned pursuant to the following scores based on the percent of the total possible points (weighted according to the scale above) that you earned in the course.

Percentage of Total Points	Grade
95%-100%	A
90%-94%	A-
88%-89%	B+
84%-87%	B
80%-83%	B-
70%-79%	C
Below 70%	F

<p><b>Activities</b></p>	<p><b>Pre-Assignment:</b></p> <ul style="list-style-type: none"> <li>• The pre-assigned is a four page paper focused on the world of finance. Students in the past have discussed Enron, Tyco and WorldCom; however, today these are tired topics. Current topics might include: a) the trade imbalance with China, b) the weak US dollar, c) the Federal Reserve and its function, d) interest rates and their function, e) the sub-prime mortgage meltdown, f) the healthcare debate (nationalized or privatized), g) the Troubled Asset Relief Program (TARP) funding to name but a few. The paper should focus on business and finance.</li> <li>• The pre-assigned paper is worth 10 percent of the final grade</li> <li>• Papers are due promptly at the beginning of class.</li> <li>• Late papers will be subject to the scoring criteria for “Late Assignments.”</li> <li>• The paper should be four (4) pages excluding cover page and reference page, typed, spell-checked and grammar-checked, double-spaced, use appropriate APA citation and prepared with graduate-level professional expectations.</li> <li>• The paper should include at least four (4) references.</li> <li>• Papers will be graded equally on (1) Effectiveness of content and analyses (2) Form, including <i>grammar</i>, and compliance with the Research Paper Guidelines under “Student Resources” at <a href="http://www.webster.edu/jack">www.webster.edu/jack</a>.</li> </ul> <p><b>SWOT Research Project/Written Paper:</b></p> <ul style="list-style-type: none"> <li>• The SWOT Financial Research Project written paper is worth 15 percent of the final grade.</li> <li>• The project will be assigned and discussed in detail during the first class</li> <li>• The topic for the project is due Session 2.</li> <li>• Late papers will be subject to the scoring criteria for “Late Assignments.”</li> <li>• The original work prepared by the student should be at least eight (8) pages in length, not including attachments and appendices.</li> <li>• A minimum of five (5) references must be used to satisfy the requirements of the research project. There is no limitation on the number or type of resources that may be utilized. Proper citations, footnoting and bibliographies are required, according to the Research Paper Guidelines. See website @ <a href="http://www.webster.edu/jack">www.webster.edu/jack</a>.</li> <li>• Papers will be graded equally on (1) Effectiveness of content and analyses (2) Form, including <i>grammar</i>, and compliance with the Research Paper Guidelines under “Student Resources” at <a href="http://www.webster.edu/jack">www.webster.edu/jack</a>.</li> </ul> <p><b>SWOT Research Project/PowerPoint Presentation:</b></p> <ul style="list-style-type: none"> <li>• The SWOT Research Project Presentation is worth 10 percent of the final grade.</li> <li>• A copy of the presentation must be submitted to the instructor prior to the presentation.</li> <li>• Late papers will be subject to the scoring criteria for “Late Assignments”</li> <li>• Presentation expectations will be discussed in class.</li> <li>• Presentations will be evaluated based on presentation content, format and the</li> </ul>
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student's presentation skills and brevity.

- A formal presentation must be conducted utilizing PowerPoint.

**Fantasy Stock Project:**

- By utilizing [www.howthemarketworks.com](http://www.howthemarketworks.com) website, students will build a portfolio of stocks.
- At the conclusion of a specified time period to be discussed in class, students will ascertain if the portfolio earned or lost money.
- Students will submit a paper discussing their results which is worth 15 percent of the final grade.
- A short informal presentation (no power point) will be conducted by each student regarding their results.

**Case Studies:**

- Students will complete 4 case studies each worth 7.5 percent or 30 percent of the final grade.
- Late papers will be subject to the scoring criteria for "Late Assignments."
- Case studies must be typed and summarized in a 3-5 page paper in the format outlined in class 1
- Students should be prepared to discuss their analysis of the case study at the beginning of class
- Presentations should demonstrate the student's comprehension of the material presented and be designed to share information with, and elicit comments from, other students.
- Papers will be graded equally on (1) Effectiveness of content and analyses (2) Form, including *grammar*, (3) Financial analysis and calculation; and compliance with the Research Paper Guidelines under "Student Resources" at [www.webster.edu/jack](http://www.webster.edu/jack).

**Homework Assignments:**

- Homework is worth 10 percent of the final grade.
- Late homework will not be accepted without pre-approval of the Instructor.
- Homework will be submitted to the instructor.
- Students are expected to have completed all assigned homework and to be prepared to discuss their responses in class.

**Midterm Exam:**

- The Fantasy Stock Project replaces the midterm examination.

**Class Participation and Attendance:**

- Class Participation and attendance is worth 10 percent of the final grade.
- Class participation points *must be earned*
- Students are expected to actively participate in all class discussions.
- Students are expected to discuss all reading assignments, papers and homework assignments with the class.

- The student who does not come to class fully prepared will lose points from the final grade
- Students are expected to be on time for class.
- Participants are expected to arrive on time and be actively involved in the learning experience. Each student should desire to learn, participate, and proactively contribute to the learning of others during each discussion and exercise.
- Students are to participate in classroom discussions. The discussions are an opportunity for students to reveal their understanding of the assignments made for the current and previous classes.
- Assignments are given to prepare the student to participate in class discussions; therefore, it is imperative that reading assignments and associated questions for discussion be completed prior to class.
- A maximum of 10 points will be awarded based on the level and quality of participation and preparation.
- All assignments are due as detailed in the Course Schedule.
- Students are expected to attend all class sessions of every course for the full 36 contact hours. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advanced permission of the instructor should withdraw from the class. The University reserves the right to involuntarily drop enrolled students from classes, which they do not attend. **PLEASE BE ADVISED: Students who do not attend the first class session, who have not made prior arrangements with the instructor for being absent, will be dropped from their courses.**
- Attendance the last day of class is mandatory to ensure that all work is completed and to be awarded a passing grade. An Incomplete will not be acceptable without documental proof (Death Notice, Doctor's Letter, etc.) as to absence relating to non-completion of class work. These must be faxed 904-262-1459 or dropped off to Webster University by the Monday after the term ends.
- Participants are expected to arrive on time and be actively involved in the learning experience. Each student should desire to learn, participate, and proactively contribute to the learning of others during each discussion and exercise.
- Students are to participate in classroom discussions. The discussions are an opportunity for students to reveal their understanding of the assignments made for the current and previous classes.
- Assignments are given to prepare the student to participate in class discussions; therefore, it is imperative that reading assignments and associated questions for discussion be completed prior to class.
- A maximum of 10 points will be awarded based on the level and quality of participation and preparation.
- Failure to turn in an assignment within one week will result in a grade of "0"

	<p>for that assignment. In addition, failure to submit an assignment will lower the final grade by an additional two points.</p> <ul style="list-style-type: none"> <li>• All assignments are due as detailed in the Course Schedule.</li> <li>• Late assignments will be accepted, if they are turned in <i>no later</i> than one week later, but will be penalized one letter grade. Furthermore, late assignments will lower the student's final grade by an additional one point.</li> <li>• Late assignments will not be accepted for the final assignments the last week of the course to allow timely completion and grades to be submitted.</li> </ul>
<p><b>Policy Statements:</b> <b>University Policies</b></p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><b>Academic Honesty</b></p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b></p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b></p> <p>If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><b>Disturbances</b></p> <p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p><b>Student Assignments Retained</b></p> <p>From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be</p>

	<p>redacted from the assignment or project.</p> <p><b>Contact Hours for this Course</b></p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>	
<p><b>Course Policies</b></p>	<p>Students will need simple calculators (calculators that add, subtract, multiply, and divide) for in-class work, as well as assignments and exams.</p> <p><b>Late Policy:</b></p> <ul style="list-style-type: none"> <li>• Students are expected to complete all assignments by the date the assignment is due</li> <li>• Assignments should be prepared for submission to the instructor at the beginning of class</li> <li>• An assignment that is not ready for submission at the beginning of class is considered late</li> <li>• Late assignments will receive a deduction of 1 point <i>per weekday</i> that the paper is late (starting with the day that the assignment is due) from the final grade.</li> <li>• Failure to turn in an assignment within one week will result in a grade of "0" for that assignment. <i>No exceptions will be made without documented proof (Death Notice, Doctor's Letter, etc.) of the reason for non-completion of class work. These must be faxed to 904-262-1459 by the Monday after the term ends.</i></li> </ul>	
<p><b>Weekly Schedule</b></p>	<p><b>Pre-Assignments for Sessions 1 &amp; 2:</b></p> <ul style="list-style-type: none"> <li>• Current Event (<i>Wall Street Journal</i>). Please bring entire paper, not just an article. Pre-select (before class begins) an article to discuss in class.</li> <li>• Pre-assignment: Four (4) page Finance Paper.</li> <li>• Costales &amp; Szurovy, read Chapters 1 and 2 and complete review questions.</li> </ul>	
	<p><b>Session 1</b></p>	<p><b>A.M. Session (8-Noon)</b>  <b>THEME: Course Introduction</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Discuss and Submit Pre-Assignment</li> <li>• View Nightly Business Report</li> <li>• Introductions</li> <li>• Syllabus and Assignment Schedule</li> <li>• Discuss Pre-Assignment Papers</li> <li>• Financial Statements Video: Tale of Two Restaurants.</li> <li>• Disseminate and discuss SWOT Research Paper Schema</li> <li>• Disseminate and discuss Fantasy Stock Project</li> <li>• Homework</li> </ul>

	<p><b>Session 2</b></p>	<p><b>P.M. Session (1-5PM)</b>  <b>THEME: Financial Statements</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• Intro to Financial Statements (Professor power point presentation)</li> <li>• Fantasy Stock Project Update</li> <li>• Choose company for SWOT analysis.</li> <li>• Walmart DVD</li> </ul> <p><b>Assignments for Sessions 3 &amp; 4:</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• Readings: Costales &amp; Szurovy, Chapter 3 &amp; 4 and review questions</li> <li>• Read MBA Series, Chapter 2 &amp; 4 no review questions</li> <li>• Current Events (<i>Wall Street Journal</i>) for both AM and PM session</li> <li>• Case Study 1: Faux Leather</li> <li>• Case Study 2: Frank’s Electrical</li> </ul>	
	<p><b>Session 3</b></p>	<p><b>A.M. Session (8-Noon)</b>  <b>THEME: Strategic Planning</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• Strategic Planning (Professor power point presentation)</li> <li>• Homework</li> <li>• Fantasy Stock Project Update</li> <li>• View Frontline “Inside the Meltdown” documentary</li> <li>• Case Study 1: Faux Leather</li> </ul>	
	<p><b>Session 4</b></p>	<p><b>P.M. Session (1-5PM)</b>  <b>THEME: Financial Statements</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• Time Value of Money (TVM) discussion</li> <li>• Fantasy Stock Project Update</li> <li>• Case Study 2: Frank’s Electrical</li> </ul> <p><b>Assignments for Sessions 5 &amp; 6:</b></p> <ul style="list-style-type: none"> <li>• Current Event (<i>Wall Street Journal</i>) for both AM and PM sessions</li> <li>• Readings: Costales &amp; Szurovy, Chapters 5 &amp; 6 and review questions</li> </ul>	

		<ul style="list-style-type: none"> <li>• Read MBA Series, Chapters 6 &amp; 9 (no review questions)</li> <li>• Case Study 3: G&amp;G Fashions</li> </ul>
	<b>Session 5</b>	<p><b>A.M. Session (8-Noon)</b>  <b>THEME: Fantasy Stock Project</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• Fantasy Stock Project Due</li> <li>• Fantasy Stock Presentation (no power point required)</li> <li>• Interest Rates (Professor power point presentation)</li> <li>• Homework</li> <li>• Case Study 3: G&amp;G Fashions</li> </ul>
	<b>Session 6</b>	<p><b>P.M. Session (1-5PM)</b>  <b>THEME: Fantasy Stock Project (con't)</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Event (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• View Frontline “Can you afford to retire?” documentary</li> </ul> <p><b>Assignments for Sessions 7 &amp; 8:</b></p> <ul style="list-style-type: none"> <li>• Current Event (<i>Wall Street Journal</i>)</li> <li>• Readings: Costales and Szurovy, Chapter 7, 8, 9, and review questions</li> <li>• Read MBA Series, Chapter 10 (no review questions)</li> <li>• SWOT Project and Presentations due</li> <li>• Case Study 4: Old Mill Restaurant</li> </ul>
	<b>Session 7</b>	<p><b>A.M. Session (8-Noon)</b>  <b>THEME: Accuracy of Financial Statements</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Event (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• View Enron DVD</li> <li>• Homework</li> </ul>

	<p><b>Session 8</b></p>	<p><b>P.M. Session (1-5PM)</b>  <b>THEME: SWOT Research Papers &amp; Presentation</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Event (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• Submit SWOT Research Paper</li> <li>• SWOT Presentations (power point required, 15 minute time limit)</li> <li>• Case Study 4: Old Mill Restaurant</li> </ul> <p><b>Assignments for Session 9:</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• SWOT Presentations (if necessary)</li> <li>• Readings: Costales &amp; Szurovy, Chapters 10 &amp; 11 and review questions</li> </ul>	
	<p><b>Session 9</b></p>	<p><b>A.M. Session (8-Noon)</b>  <b>THEME: Course Conclusion</b>  <b>Topics</b></p> <ul style="list-style-type: none"> <li>• Current Events (<i>Wall Street Journal</i>)</li> <li>• View Nightly Business Report</li> <li>• SWOT Presentations (if necessary)</li> </ul>	

**Additional Information**

**Determination of Grades is Based on the Following Criteria:**

Minimum Requirements:

Products (papers, case studies, projects) must be on time, in the correct format, corrected for spelling and grammar, appropriate materials included and referenced to-the-point and on topic and conclusions must be supported.

Examinations must be complete, accurate, neat, evidence clear thought, and exhibit concise and to-the-point responses.

Behavior in class discussions and group activities should be responsible, should exhibit open communication, be constructive, and helpful.

Mastery Level (Grade of “B”): Professional Achievement

Products must meet the requirements stated above for minimum requirements and additionally meet professional criteria. For example, documentation should be included to support research papers, the APA format should be used consistently throughout the paper, and substantially more than the minimum number of references should be included. Presentations should be logical, organized, and comprehensive.

Examinations should be organized, in depth, comprehensive, logical and complete, and evidence thorough understanding of the subject /topic through application of principles.

Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.

Mastery Level Plus (Grade of “A”): Creative Achievement

Products must meet all requirements stated above and additionally meet creative criteria. These criteria include unique topic or subject selection, synthesis of ideas, evaluation of subject matter and positions found in the literature, be creative in approach, establish new relationships with ideas and provide new insights.

Examination responses indicate insightfulness of understanding, a synthesis of information and unique ideas, and rationale for application of principles following careful analysis.

Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.

The grade of “A” represents the best work of students, accomplished in a unique and professional manner.

**Note:**

To achieve the objectives of this course, this syllabus may be revised at the discretion of the instructor without prior notification or consent of the students.

Reviewed by: *J. Ewing*

Job Title: Faculty Coordinator

Date: 09/29/09

Revised 09/25/09