

<b>Course</b>	<b>BUSN 5200 Basic Finance for Managers</b>
<b>Term</b>	Fall 2, 2009
<b>Instructor</b>	Name: Chris Wiley Phone: 816-444-1000 Email: cwiley@webster.edu
<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
<b>Course Level Learning Outcomes</b>	At the conclusion of the course, students will be able to: <ol style="list-style-type: none"> <li>1. Identify and interpret internal and external financial reports and financial statements</li> <li>2. Discuss how using financial statements and reports can improve strategic planning and decision making, and thus improve organizational performance</li> <li>3. Use time value of money and explain how the concept is used for decision making.</li> <li>4. Identify important accounting rules and principles (GAAP, FASB, depreciation, cash vs. accrual) and discuss how they impact corporate financial decisions and policies</li> <li>5. Construct pro forma financial statements and report their use in managerial decision making</li> <li>6. Explain the concept of cash flow and discuss its impact on organizational performance and decision making</li> <li>7. Report the concepts and processes used to develop budgets and discuss their influence on managerial decision making</li> <li>8. Discuss ethical considerations relating to finance and financial reporting.</li> </ol>
<b>Materials</b>	Foundations of Finance; By Keown, Martin, Petty and Scott, JR. Sixth edition. Published by Pearson Prentice Hall. ISBN – 13: 978-0-13-233922-3  A financial calculator or Excel is necessary for this course.  The book may be obtained through MBS Direct Books at 1-800-325-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a> .

<p><b>Grading</b></p>	<table border="1" data-bbox="302 128 883 304"> <tr> <td>Weight:</td> <td></td> </tr> <tr> <td>Mid-term exam</td> <td>35%</td> </tr> <tr> <td>Final exam</td> <td>35%</td> </tr> <tr> <td>Cases/Quizzes/Homework</td> <td>30%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <table border="1" data-bbox="302 373 883 512"> <tr> <td>Cutoff for:</td> <td></td> </tr> <tr> <td>A range</td> <td>90%</td> </tr> <tr> <td>B range</td> <td>80%</td> </tr> <tr> <td>C range</td> <td>70%</td> </tr> </table> <p>The GRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> <li>• <b>A/A-</b> Superior graduate work</li> <li>• <b>B+/B/B-</b> Satisfactory graduate work</li> <li>• <b>C</b> Work that is barely adequate as graduate-level performance</li> <li>• <b>CR</b> Work that is performed as satisfactory graduate work (B- or better). A grade of "CR" is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses.</li> <li>• <b>F</b> Work that is unsatisfactory</li> <li>• <b>I</b> Incomplete work</li> <li>• <b>ZF</b> An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal.</li> <li>• <b>IP</b> In progress</li> <li>• <b>NR</b> Not reported</li> <li>• <b>W</b> Withdrawn from the course</li> </ul>	Weight:		Mid-term exam	35%	Final exam	35%	Cases/Quizzes/Homework	30%	Total	100%	Cutoff for:		A range	90%	B range	80%	C range	70%
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<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• Attend Class. Class attendance is expected.</li> <li>• Students are encouraged to participate actively in class in regard to analysis and discussion of reading material, lecture material, problems, and cases.</li> <li>• Students will be required to complete problems and cases. One or more of the cases may be group assignments. Complete problems in Excel. Show how you derived each answer. If you use a financial calculator, show the keystrokes. Complete quantitative aspects of cases in Excel; narrative may be completed in Excel (use textboxes) or Word.</li> <li>• This course may have a significant on-line portion. Students may be required to complete some quizzes online as well as other assignments. There will be an active discussion/forum available to students to assist each other in the completion of the homework assignments and other course requirements.</li> <li>• Students should expect to spend substantial amounts of time, in and out of class, to keep up with readings and assignments.</li> <li>• Required articles may be distributed in class, be on reserve in the library, or you may be required to find the article.</li> <li>• Homework and projects are due on the date indicated on the syllabus, or as modified in class. A late penalty will apply for all work turned in late unless an extension is approved in advance by the instructor</li> </ul>																		
<p><b>Policy Statements:</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>University Policies</b></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 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>	<ul style="list-style-type: none"> <li>• If an unavoidable situation is going to force you to turn in homework late or miss a test, please try to let the instructor know ahead of time so alternate plans can be made. You'll find that we can usually work out almost any kind of difficulty involving unexpected emergencies, scheduling conflicts, etc., but it is easier to make alternate plans if we know about it in advance.</li> <li>• Cell phones are to be turned off and put away during class time.</li> </ul>
<p><b>Weekly Schedule</b></p>	<p>The schedule below presents an approximate expectation of course progress. The instructor reserves the right to add, delete, or modify any weeks of this schedule. Any changes will be announced in class. All</p>

assignments must be completed in typewritten format.		
Week	Topic and Chapter	Assignments
1	<ul style="list-style-type: none"> <li>Syllabus review and class expectations.</li> <li>Introduction to the Foundations of Financial Management, Chapter 1.</li> <li>Financial Markets and Interest Rates, Chapter 2.</li> </ul>	1-4, 1-14 2-5 Due beginning of Week 2
2	<ul style="list-style-type: none"> <li>Understanding Financial Statements and Cash Flows, Chapter 3.</li> </ul>	3-1, 3-2 Due beginning of Week 3
3	<ul style="list-style-type: none"> <li>Evaluating a Firm's Financial Performance, Chapter 4.</li> </ul>	4-6, 4-8 Due beginning of Week 4
4	<ul style="list-style-type: none"> <li>Evaluating a Firm's Financial Performance, Chapter 4 (continued)</li> <li>International Business Finance, Chapter 17</li> </ul>	17-1, 17-2 Due beginning of Week 4
5	<ul style="list-style-type: none"> <li>Mid-term Exam.</li> <li>Time Value of Money, Chapter 5.</li> </ul>	
6	<ul style="list-style-type: none"> <li>Time Value of Money (cont :)</li> <li>Begin Student Presentations.</li> </ul>	5-1, 5-2, 5-3, 5-4, 5-5, 5-6, 5-9, 5-10, 5-14, 5-39  Due beginning of Week 7
7	<ul style="list-style-type: none"> <li>Capital Budgeting Techniques and Practice, Chapter 9.</li> <li>Continue Student Presentations.</li> </ul>	9-5, 9-12, 9-15, 9-16 Due beginning of Week 8
8	<ul style="list-style-type: none"> <li>Cash Flow and Other Topics in Capital Budgeting, Chapter 10.</li> <li>Continue Student Presentations.</li> </ul>	10-2, 10-4, 10-5, 10-9 Due beginning of Week 8
9	<ul style="list-style-type: none"> <li>Course Wrap-up.</li> <li>Final Exam (covers chapter since mid-term)</li> </ul>	*Case analysis Due beginning of Week 9
<p><u>*Case Analysis</u></p> <p>Select a company that is listed on a stock exchange. Research the company, using at least 3 sources with Recent information. The Internet is the best source for a public company. Prepare a typewritten paper between 3-5 pages, double spaced. The paper should include:</p> <ol style="list-style-type: none"> <li>A brief background of the company, e.g., where it is located, when it was established, the name of the CEO, and what the company does.</li> <li>A ratio analysis for most recent 3 years of strengths and weaknesses.</li> <li>Other factors affecting the company, including competitive factors, macro-economic factors, new products, etc.</li> <li>Your assessment of the future of the company.</li> <li>Whether you would recommend purchasing stock in the company.</li> <li>A bibliography. The bibliography is a separate page, not included in the 3-5 page limit.</li> </ol>		

	<ol style="list-style-type: none"> <li>7. You may attach as many exhibits as you wish to support your paper, e.g., financial statements and other information you obtain from the Internet or elsewhere. However, you are not required to attach exhibits—the choice is yours.</li> <li>8. Each student will present the analysis during a class session. The presentation should be between 10-15 minutes in length.</li> </ol>
<b>Additional Information</b>	Each student needs a Connections account. Outside the classroom communications will be conducted through Connections. We will discuss this requirement the first week of class.

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