



George Herbert Walker
School of Business & Technology

Fall 2, 2011
Merritt Island Campus

BUSN 5200
Basic Finance for Managers
Course Syllabus

Course	BUSN 5200 Basic Finance for Managers	
Term	Fall 2, 2011	
Instructor	James R. Williams decision1@cfl.rr.com Ph. 449 4517 Office Hours: Thirty minutes before class	
Catalog Description	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.	
Prerequisites	NONE	
Course Level Learning Outcomes	Outcome	Expectation
	Students have a basic familiarity with the field of finance and an understanding of the financial goal of a business, and they have an appreciation for the ethical considerations inherent in financial management.	Students can explain the broad structure of the financial field, how the finance department functions in a typical organization, and they can define the financial goal of all business firms, differentiating between wealth and profit maximization. Also, students can give illustrations of the ethical issues that arise in connection with financial management and they can explain how the principles in this course apply to non-profit entities as well as profit seeking firms.
	Students can explain basic accounting principles, are able to read and interpret the firm's basic financial statements, and can use financial ratios to assess a firm's health and performance.	Students can explain the fundamental principles upon which accounting is based, can interpret the various accounts on income statements, balance sheets, and cash flow statements, and can evaluate

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Materials	<p>REQUIRED TEXTS: Keown, Petty, Martin and Scott: Foundations of Finance, The Logic and Practice of Financial Management, the latest edition is Prentice Hall, Seventh Edition, ISBN 0-13-611 3656. I encourage earlier used editions by the same authors and publisher.</p> <p>A statistical calculator is necessary. A very adequate one such as the TI 30Xa is strongly recommended and can be purchased for about \$10. It is important that you bring it to the first class.</p> <p>SUGGESTED SUPPLEMENTAL READINGS: Readings in the Wall Street Journal, The Economist, The New York Times, and other financial periodicals will be helpful in discussing the current financial issues relating to this course.</p>																
Grading	<table border="1"> <thead> <tr> <th>COURSE REQUIREMENTS:</th> <th>% OF GRADE</th> </tr> </thead> <tbody> <tr> <td>a. Quizzes</td> <td>50%</td> </tr> <tr> <td>b. Mid Term Exam</td> <td>20%</td> </tr> <tr> <td>c. Final Exam</td> <td>20%</td> </tr> <tr> <td>d. Project Presentation</td> <td>10%</td> </tr> </tbody> </table> <p>Take the numerical score from the formula above and use the chart below to determine the letter grade.</p> <table border="1"> <thead> <tr> <th>Letter Grade</th> <th>Numerical Score</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>96-100% (4.0)</td> </tr> <tr> <td>A-</td> <td>91-95% (3.67)</td> </tr> </tbody> </table>	COURSE REQUIREMENTS:	% OF GRADE	a. Quizzes	50%	b. Mid Term Exam	20%	c. Final Exam	20%	d. Project Presentation	10%	Letter Grade	Numerical Score	A	96-100% (4.0)	A-	91-95% (3.67)
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Activities	<ul style="list-style-type: none"> • There will be a quiz at each class meeting which will review the subjects discussed at the last meeting. • There will be at least one presentation by each student. 														
Policy Statements University Policies	<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>Academic Honesty 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>Drops and Withdrawals 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>Special Services 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>Disturbances 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>Student Assignments Retained From time to time, student assignments or projects will be retained by the academic department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the department, the student's name and all identifying information about that</p>														

	<p>student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course 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>
Course Policies	<p>Attendance at all class sessions is expected.</p> <p>Late weekly write-ups and written case assignments will be accepted if prior arrangements have been made with the instructor but will be given reduced points based upon the number of class sessions it is late.</p>
Week 1 Schedule	<p>PREPARATION FOR CLASS: Read Chapters 1 & 2. Bring a TI30XA calculator to class.</p> <p>CLASSROOM DISCUSSION TOPICS: Financial Operating Principles. Financial Management Philosophy.</p>
Week 2 Schedule	<p>PREPARATION FOR CLASS: Homework as assigned.</p> <p>CLASSROOM DISCUSSION TOPICS: Assessing Business Performance. Discussion and examples of Corporate Metrics. Student presentations.</p>
Week 3 Schedule	<p>PREPARATION FOR CLASS: Homework as assigned.</p> <p>CLASSROOM DISCUSSION TOPICS: Presentation of student's projects. Analysis of the Income Statement, we will use the current Income Statement from selected corporations.</p>
Week 4 Schedule	<p>PREPARATION FOR CLASS: Financial Analysis, Case study due.</p> <p>CLASSROOM DISCUSSION TOPICS: Presentation of student's projects. Cash Flow, Present Value, Price Earnings, Inventory Turnover Ratio.</p>
Week 5 Schedule	<p>PREPARATION FOR CLASS: Prepare for Mid Term Exam.</p> <p>CLASSROOM DISCUSSION TOPICS: Review, and midterm exam</p>
Week 6 Schedule	<p>PREPARATION FOR CLASS: Homework as assigned.</p> <p>CLASSROOM DISCUSSION TOPICS: Analysis of Investment Decisions. International Issues. Discussion and examples of the Corporate Balance Sheet. Use current statements from selected companies.</p>
Week 7 Schedule	<p>PREPARATION FOR CLASS: Homework as assigned.</p> <p>CLASSROOM DISCUSSION TOPICS: Cost of Capital & Analysis of Financial Choices. Financial ratios, Book Value, Measures of Management Efficiency.</p>

Week 8 Schedule	<p>PREPARATION FOR CLASS: Review for final exam.</p> <p>CLASSROOM DISCUSSION TOPICS: Review for final exam. Work several problems. Summary discussion of key topics.</p>
Week 9 Schedule	<p>PREPARATION FOR CLASS: Review for final exam.</p> <p>CLASSROOM DISCUSSION TOPICS: Final examination.</p>

PURCHASING TEXTBOOKS--Most textbooks can be purchased either by phone or online through **MBS Direct**. Required information is the campus location (for the purpose of ordering books, the campus is **Space Coast Campus**), course name, course number, section number, and most important, the **title, author, edition, and ISBN** of the book you are ordering. MBS Direct will buy back your book at the end of the term should you elect not to retain it. Orders should be placed no earlier than 4 weeks prior to the start of the term.

MBS Direct: 1-800-325-3252; <http://bookstore.mbsdirect.net/WEBSTER.HTM>

Original approved by:

Amanda K. Cosat, Senior Director, Merritt Island Campus, July 27, 2011