



University of La Verne
College of Business and Public Management
Bus 330 – Business Finance
Online Syllabus Winter 2018

Course Designation

BUS 330: Business Finance CRN 1169
Four (4) Course Credits, Undergraduate

Schedule: Online: Course Week, Monday - Sunday
Monday January 8 – Sunday March 18, 2018

Instructor: Richard Hasse

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Office Hours: Friday (3:00 – 5:00 PM) & By Appointment

Internet Resources: Blackboard – <https://bb.laverne.edu/>
Skype: “rick.hasse”
WebEx – Laverne.webex.com “rhasse@laverne.edu”
You Tube Channel: <http://www.youtube.com/user/rhasse727>
Twitter: <http://twitter.com/LaVerneFinance>
Facebook: <http://www.facebook.com/financeULV>

Course Description

Introduce students to the fundamentals of business finance. The emphasis is the use of financial information by business managers. The purpose is to show what kind of information is needed, where it can be obtained, and how this information is used by managers as they perform their investing, financing, planning and control responsibilities.

This course is required for all business administration and management majors. It is designed as a one-term course in financial management for students who have already completed the two-term sequence of introductory financial and managerial accounting (BUS 201 and 202). Because of the nature of the course material, it is assumed that students have a fundamental understanding of micro and macroeconomics, quantitative methods, electronic spreadsheet applications, and descriptive statistics.

The overall goal of this course is to familiarize students with the techniques and institutional knowledge that are required to achieve the objective of maximizing the

firm's value. The pedagogy to accomplish this goal is to provide the students with the opportunity to demonstrate their skills in critical thinking about the interaction of security and financial markets and managerial decisions through the use of cases and problems.

The required prerequisites are BUS 202, BUS 221, and BUS 270. Concurrent enrollment in BUS 270 is acceptable. In Addition, familiarity with basic economic theory, statistics, algebra, and spreadsheets is essential to the successful completion of BUS 330.

Course Objectives/Goals

The goal of this course is to provide students with an understanding of the theory and application of advanced corporate finance. The course will concentrate on the use of financial theory and practice to make financial decisions. At the end of the course, the student should be able to:

1. Analyze financial statements and forecast funds needed for expansion.
2. Perform time value of money calculations.
3. Understand the relationship between risk and return.
4. Evaluate the cost of capital and capital structure.
5. Perform capital budgeting analysis.
6. Demonstrate an understanding of capital budgeting policies and management.
7. Apply quantitative tools to generate data and draw appropriate inferences.

Textbook and Materials

1. Textbook: R. Brealey, S. Meyers, A. Marcus, Fundamentals of Corporate Finance, 9th Edition, McGraw-Hill Irwin 2017. ISBN #9781259722615



2. Financial Calculator and/or Microsoft Excel, Word, and Power Point, Apple Numbers, Pages, and Keynote.

3. Software and Web resources. There is no specific software needed for this course but students will extensively use spreadsheets in their assignments. A tutorial on the use of Excel is available on: www.ulv.edu/ctl. The following sites have a wealth of information for students:

<http://finance.yahoo.com>

www.nyse.com

www.nasdaq.com

www.cbot.com

www.investopedia.com

http://money.cnn.com/magazines/fortune/fortune500/2012/full_list/

4. Optional readings and Internet sources:

1. Internet resources: CBS Market Watch, CNBC, and Yahoo Finance
2. The Wall Street Journal
3. The New York Times and The Los Angeles Times
4. China Daily and International Herald Tribune
5. The Economist

Course Policies

Learning Modalities

- Online Lecture: weekly course content
- Class Discussion forum weekly
- Class Problems review weekly
- Read and Discuss Relevant Cases and Topics
- Assignments
- Mid Term Examination
- Final Examination
- Preparation of Case Paper

Attendance

Students are required to participate in all online discussions. Once or twice a term students will be organized into diverse teams for purposes of analyzing problems and participating in class presentations and discussions. The learning experience is likely to be enriched by working in a group because:

- a) There is a sharing of experiences and insights among team members and b) the cooperation and communication skills required to be an effective team are very similar to many business settings in which groups of people work together towards a common goal.

Group Discussions

Students are required to participate in **two** class discussions on the topic of the week. Discussion postings will be open on Monday at Noon and due the following Sunday at Midnight.

Class Problems

Selected homework problems will be reviewed and explained on Blackboard weekly. Review problems will be posted in Blackboard. Review problems are not graded but prepare you for discussions and graded assignments.

Assignments

Three Assignments are scheduled as indicated on the attached weekly course schedule. The Assignments will be structured to include case problems, problem solving, and/or preparation, calculation, and analysis of finance information. You must show all your work. Work must be neat, legible, and well labeled. No make-up Assignments will be given. If a student must miss an Assignment due to a University-recognized emergency, the student must notify the instructor prior to the Assignment and discuss the circumstances. Documentation as to the validity of the emergency will be required. Assignment postings will be open on Monday at Noon and due the following Sunday at Midnight.

Mid Term & Final Examination

Mid Term Examination will be given during the fifth week of the class.

Final Examination will be given the final week of class. It will be a comprehensive examination of the entire course study.

Case Paper

You will have one graded Case Paper for the purpose of expanding your understanding of corporate finance. Instructions will be provided in separate handouts. They will provide detail Paper requirements including the specific learning objectives, the required use of authoritative resources, grading criteria, deadlines, writing standards, and presentation/sharing requirements. Case Paper will be distributed during Week #5 and is due on Sunday March 18 at Midnight.

Class Lectures / Discussions

You are encouraged to read the assigned chapters before each week of the course schedule in order to facilitate your learning process. Advance reading will better prepare you for class participation and will enable you to use the lectures/discussions as a reinforcement of the material you read. PowerPoint presentations for each chapter will be posted on Blackboard, plus additional research materials for group and case discussions.

Students' Responsibilities

1. Comply with Academic Honesty and Behavior rules as described in the 2017-2018 ULV Catalog.
2. Participate in all online discussions.
3. Have access to the internet, Word, Excel and a financial calculator.
4. Successfully complete all class discussions, assignments, examinations and paper within the due dates per the course schedule.
5. Be courteous to the instructor and your classmates.

Instructor's Responsibilities

1. Be prompt, prepared, and respectful of all points of view.
2. Create an open, stimulating environment for the exchange of ideas and for questioning the underlying assumptions of ideas.
3. Be available to answer questions and provide guidance.

Assessment Plan:

1. Class Participation and Class Discussions – 20%

This course is interactive and its success is dependent on the online participation and attendance of each student, plus three class discussions postings. Participation is graded based on quality, depth, insight and contribution to the overall learning process.

2. Assignments – 20%

Three Assignments will be required as posted in the Course Schedule.

3. Mid Term Examination – 20%

4. Final Examination – 25%

5. Case Paper – 15%

A maximum ten page paper is required; the case study topic will be distributed in week #5.

Grading Policy

Grades will be assigned according to the following percentages:

A:	94 – 100%	A-:	90 – 93%		
B+:	87 – 89%	B:	84 – 86%	B-:	80 – 83%
C+:	77 – 79%	C:	74 – 76%	C-:	70 – 73%
D+:	67 – 69%	D:	64 – 66%	F:	Below 64%

Academic Honesty – Per the ULV 2017 - 2018 Catalog

“The CBPM will follow current University policy found in the section of the Catalog entitled ‘Academic Honesty.’ Some of the key elements of that section are summarized below.

Each student is responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, students are expected to maintain the following standards of integrity:

- * All assignments of all types are to be the work of the student or students presenting the material and only those students.
- * Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source. Use of the exact wording requires a “quotation” format.
- * Deliberately supplying material to another student for purposes of plagiarism or academic dishonesty is culpable.”

Additional suggested wording if appropriate:

“As a member of a task force or work group each of us individually and all of us collectively have responsibility for the quality of the work product that is developed. That responsibility includes academic integrity. Take that responsibility seriously.

If any group assignment is marred by plagiarism, all members of the group will fail the assignment. Course failure and dismissal from the university are also possible outcomes for plagiarized work. Academic integrity is essential. See the syllabus and course grading policies, and the link to the University Catalog.”

Each student is responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, students are expected to maintain the following standards of integrity:

- a. All tests, term papers, oral and written assignments, recitations, and all other academic efforts are to be the work of the student presenting the material.
- b. Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source; use of the exact wording requires a "quotation" format.
- c. Deliberately supplying material to a student for purposes of plagiarism is also culpable. When academic honesty is in question, the following may occur:
 1. A faculty member who has clear evidence that academic honesty has been violated may take appropriate disciplinary action. Appropriate disciplinary action may include, but is not limited to, requiring the student to rewrite a paper or retake a test, giving the student an F on the assignment

and/or in the course, and/or recommending expulsion. If the action includes giving a course grade of NCR or F and/or a recommendation for expulsion because of academic dishonesty, the faculty member must report the action to the Department Chair and/or Academic Dean (or to the Campus/Program Director for off-campus situations).

2. If a faculty member has reason to suspect academic dishonesty (even after having seen requested additional or revised work when appropriate) and the student denies the allegation, the faculty member may refer the matter to the Provost (through the Campus/Program Director for off-campus situations). Following due process an Academic Judicial Board may be formed to investigate the matter and make a recommendation to the Provost about whether academic honesty has been violated. The Vice President will then take appropriate action which may include, but is not limited to, academic probation, suspension, or expulsion. In this process students may be asked to produce earlier drafts of their work and/or original notes and resources, other samples of writing, or documents deemed appropriate or necessary by the Board.

3. Grades of F or NCR received in courses due to academic dishonesty will be filed with appropriate documentation for future reference in the office of the Provost by the Department Chair, Academic Dean, or Campus/Program Director. Students receiving an F or NCR as a result of academic dishonesty will be sent a letter from the Provost noting that a second offense will result in expulsion.

4. Expulsion for academic dishonesty will be noted on the student's transcript by the words "Expelled for Academic Dishonesty."

5. All Case work may become part of the SafeAssign database. SafeAssign is a service to check for plagiarism.

Vision

The University of La Verne will be nationally recognized for its enriching and relevant educational experience, which prepares students to achieve more than they ever imagined.

University Mission

The University of La Verne offers a distinctive and relevant educational experience to a diverse population of traditional-age, adult, and graduate learners preparing them for successful careers and a commitment to life-long learning across the liberal arts and professional programs.

Core Values of the University of La Verne

Ethical Reasoning

The University affirms a value system that actively supports peace with justice, respect of individuals and humanity and the health of the planet and its people. Students are reflective about personal, professional, and societal values that support professional and social responsibility.

Diversity and Inclusivity

The University supports a diverse and inclusive environment where students recognize and benefit from the life experiences and viewpoints of other students, faculty and staff.

Lifelong Learning

The University promotes intellectual curiosity and the importance of lifelong learning. It teaches students how to learn, to think critically, to be capable of original research, and to access and integrate information to prepare them for continued personal and professional growth.

Community and Civic Engagement

The University asserts a commitment to improving and enhancing local, regional and global communities.

MATERIAL COVERAGE AND TENTATIVE SCHEDULE:

The coverage of material in this class parallels the major functions of a financial manager which are:

- Financing
- Investing
- Planning and Control
- Working Capital Management

Topics to be covered are:

- Role/Objectives of Financial Management.
- Financial Environment.
- Financial Analysis.
- Financial Forecasting, Planning, and Control.
- Relationship between Risk and Return.
- Time Value of Money and Securities Valuation.
- Capital budgeting.
- Cost of Capital and Capital Structure.
- Dividend Policy.
- Working Capital Policy and Short-term Financing.
- Credit Management.
- International finance-exchange rates

COURSE SCHEDULE

Course week begins Monday ends Sunday

<u>Week</u>	<u>Chapters & Case Study Topic</u>	<u>Class Activity</u>
1 – January 8 - 14	1 and 2: Overview, Markets & Institutions	Discussion Post #1
2 – January 15 - 21	3 and 4: Financial Statements & Analysis	
3 – January 22 - 28	5, 6, 7: Time value of money Bond & Stock valuation	Assignment #1
4 – Jan. 29 – Feb. 4	8 and 9: Capital budgeting-project analysis, NPV, IRR. Cash flow estimation	
5 – February 5 - 11	Mid Term Examination Case Paper Distributed Due March 18	
6 – February 12 - 18	10 and 11: Project Analysis and Risk	
7 – February 19 - 25	12 and 13: Risk and return – capital asset pricing model Cost of capital, capital structure – debt, equity	Assignment #2
8 – Feb. 26 – Mar. 4	14, 15 and 16: Corporate Financing& Debt 17, 18 and 19: Dividend Policy & Financial Planning (Long Term / Short Term)	Assignment #3
9 – March 5 - 11	20, 21 and 22: Working Capital Management Mergers and International Finance	Discussion Post #2
10 – March 12 - 18	Final Examination Case Paper Due	

Denotes Graded Work

Note: At the instructor’s discretion, course content and assignments may be expanded, changed, or deleted.

The student should check in with their ULV email daily during the term for announcements and course updates. ULV email is the only email service to be used for this class; email from other sources (Hotmail, gmail, yahoo, work) will not be accepted. Additionally, monitoring of Blackboard daily should be a priority to maintain course work.