



University of La Verne
College of Business and Public Management
Bus 635 – Managing Financial Resources
Online Campus Fall Term 2018

Introduction

Course Designation

BUS 635: Managing Financial Resources
Three (3) Course Credits, Graduate

Schedule: Online; course week, Monday – Sunday
Monday September 24 – Sunday December 9, 2018
CRN: 2169

Instructor: Richard Hasse

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Office Hours: Tuesday/Thursday 1:00 – 3:00 PM
Thursday 7:00 – 9:00 PM
Or By Appointment

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

Course Description

To provide students a current and operational knowledge of managerial finance, the emphasis is on the utilization of financial information by business managers. The purpose is to show how information is used by managers as they perform their investing, financing, planning, and control responsibilities. The required prerequisites are: BUS 500A (Accounting Fundamentals), BUS 500D (Business Finance), and BUS 500C (Quantitative and Statistical Analysis).

This course is required for all experienced professionals Masters of Business Administration students. It is designed as a one-term course in financial management for students who have already completed BUS 500A, BUS 500C, and BUS 500D.

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. Forecast financing requirements using the percent of sales method
2. Assess financial position of a company using financial statement analysis
3. Maximize firm value by efficiently allocating financial resources in an environment of uncertainty
4. Evaluate financing alternatives using the weighted average cost of capital
5. Evaluate whether a company should go public
6. Use spot and forward foreign exchange rates to hedge exposure in international trade

TEXT:

Financial Management theory and practice 15th edition by Brigham and Ehrhardt ISBN: 9781305632295



The text book will be primarily used as a resource for students. The teaching notes should be sufficient to give the students a good understanding of the material. However, the book will be of great help to expound on some of the discussed material and for the homework problems.

COURSE ASSESSMENT AND GRADES:

The grade in this course will be based on individual assignments, group assignments, and class participation. This will determine the letter grade according to the schedule below.

Value of course activities	
Three individual Case Studies	40%
Case Paper (Assessment)	20%
Two Group Projects and Presentation	30%
Class Participation and Discussion	10%
Total	100%

Blackboard Individual Discussion Posts:

Class participation, student- student interaction and faculty-student interaction is an integral component of any successful online class. Students learn from each other as much they learn from the faculty. Class participation and interaction aim to create and nurture an environment of interactive learning. Each student is required to participate via the Discussion Board in **two** discussions (post) that will facilitate and promote a community learning environment.

Case Study:

Case Studies (3) will be announced through Blackboard and will include the submission instructions. There will be no supplementary (make-up) Case Studies for any work missed except under very special circumstances. Failure to return any Case Study without prior approval of the instructor will result in a grade of zero for that particular quiz. Approval to have a make-up work will be granted in the case of extreme personal/work emergency or severe medical reason that is supported by a written statement issued by a physician. A mere appointment slip with a physician is deemed insufficient as an excuse for absence. If approval were granted by the instructor, the student will take a make-up quiz.

Group Projects:

As you all know, finance is as much an art as it is a science. Successful financial managers use a variety of approaches to make financial decisions. Cases are used in finance to simulate real life situations. We will have two group cases. The groups will be formed by the instructor at the end of the first week. Each group will have 4 to 5 students and will have its own group page. Only the members of the group will have access to that group page. Each group page will have its discussion board and email capabilities. In order to help the instructor track each group member contribution to the group efforts, it is highly recommended that all the communication between the group members to take place through the group page.

The assignment announcements will provide guidelines on the format submission and requirements.

The group project and presentation will focus on the practical applications of what we learned in class. Groups must contain 4-5 members. Exceptions are only possible when approved by the instructor. Topics are related to financial management. Power Point assisted presentation is required. You need to post in both an electronic and a written report. Students can select their own topic from the list given by the instructor.

Present your results to the class in **Week 5** and **Week 9**. The presentation should be approximately 15-20 minutes long.

See Description of Group Project Requirements and Presentation on Week 2

Case Paper:

The case paper is a case selected by the Department that is designed to assess the student's ability to integrate the concepts, theories and calculations presented in the course into a real-world application. Part of the evaluation process includes a RUBRIC (Matrix) that assesses the student's performance in six specific areas of financial management, along with the final recommendation of accept/reject, and why.

The Case announcement will provide guidelines on the format submission and requirements.

Grading Policy

The grading policy for graduate students is based on the assumption that the grade for acceptable and satisfactory performance in graduate study is a B (3.0). This implies that graduate students must perform at an above-average level, compared to undergraduate standards, in order to progress satisfactorily in graduate programs. It also implies that the C- and D grades are unacceptable in graduate work. Therefore, there are no C- and D grades for graduate students.

A:	94 – 100%	A-:	90 – 93%		
B+:	87 – 89%	B:	84 – 86%	B-:	80 - 83%
C+:	77 – 79%	C:	74 – 76%	F:	Below 74%

Academic Honesty – Per the ULV 2018 - 2019 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.

Students' Responsibilities

1. Comply with Academic Honesty and Behavior rules as described in the 2018-2019 ULV Catalog.
2. Participate in all class discussions.
3. Have access to the internet, Word, Excel and a financial calculator.
4. Participate in class discussions of cases and problem-solving exercises.
5. Successfully complete all assignments and paper within the due dates per the course schedule.
6. 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.

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.

COURSE SCHEDULE

All Graded Activity due Sunday at Midnight

<u>Week</u>	<u>Chapters & Case Study Topic</u>	<u>Class Graded Activity</u>
1 – Sep. 24 - 30	Review Week <i>Chapters 4, 5 and 7</i>	Discussion Post #1
2 – Oct. 1 – 7	Risk and Return <i>Chapter 6</i>	
3 – Oct. 8 – 14	Financial Statement Analysis <i>Chapter 3</i> Financial Planning <i>Chapter 12</i>	Case Study #1
4 – Oct. 15 - 21	Capital Structure and Cost of Capital <i>Chapter 9</i>	Case Study #2
5 – Oct. 22 - 28	Capital Budgeting and Risk <i>Chapters 10 and 11</i>	Group Case #1
6 – Oct. 29 – Nov. 4	Article Readings Distributed to class	Capital Budgeting case –
7 – Nov. 5 - 11	Leasing <i>Chapter 19</i>	Case Study #3
8 – Nov. 12 - 18	Initial Public Offerings (IPOs) <i>Chapter 18</i> Mergers and Acquisitions <i>Chapter 22</i>	
9 – Nov. 26 – Dec. 2	Bankruptcy <i>Chapter 24</i>	Group Case #2

Working Knowledge of:

Excel or Mac Numbers	Word or Mac Pages	Power Point or Mac Keynote
Blackboard	APA paper format	Internet research

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.