Santa Fe Community College
PRINCIPLES OF FINANCE
Fall 2010

Course Outline

Course Number: BSAD 245 – Blended
Credits: 3 credit hours
Instructor: Greg Dye
Class Location: HS487 and online
Time: Mondays 5:30 – 6:45pm
E-mail: Either through Blackboard email or gregory.dye@sfcc.edu
Office Hours: Mondays & Wednesdays 2:00 – 5:00pm or by appointment
Tutoring Hours: Tuesdays 2:00 – 4:00pm (in the tutoring center)

Course Description

An introductory finance course that focuses on financial markets, cash forecasting, capital management and financial data and statements for business owners or managers.

Required Text and Materials

Access to SFCC’s Blackboard System

Major Topics/Modules Covered

- Role of Financial Management
- Financial Statement Analysis
- Cash Flow Analysis
- Time Value of Money
- Bond and Stock Valuation
- Budgeting and Decision Making
- Financial Risk
- Long-Term Financial Decisions

General Course Objectives and Outcomes

- Discuss the essential theory underlying principles of financial management.
- Discuss and apply the ten principles of finance presented in Chapter 1.
- Demonstrate financial statement analysis and interpretation for evaluating a firm’s financial performance through ratio analysis.
- Calculate the time value of money given various investment situations and its application for investment decision making.
- Describe the function and purpose of capital markets.
- Calculate the value of a security (stock, bond, savings accounts) to a firm or investor.
• Calculate risk and return on an investment through valuation models.
• Use specific stock valuation models (zero-growth, constant growth and variable growth models).
• Upon completion of this course, you will have developed a solid foundation for further study in finance and other business topics.

Course requirements at a glance

This class explores financial management for corporations. The class is broken down into 6 modules; each with assignments, assessments, discussions and projects. Please refer to course schedule and/or the Blackboard calendar for due dates and detailed information. Your grade will be based upon online discussions, quizzes, mid-term exam, a final exam, a group project and case studies. See below regarding the specific grade weights.

Course Success

Participating in class activities and completing all the assignments thoroughly and thoughtfully are the two most important things you can do to succeed in understanding accounting. Each assigned chapter should be read and studied and all assigned homework problems should be completely worked BEFORE any assessments are attempted. The purpose of working the problems is to help you understand the concepts and gain practice and confidence in applying those concepts. You may find working extra problems helpful. There is a lot of work in this class – KEEP UP!! If you fall behind or are having difficulties, ask for help. Call upon past students, current classmates, tutors, or myself for aid.

Course Schedule

Please refer to the Blackboard Calendar tool in the Blackboard menu to see specific due dates pertaining to course related assignments, quizzes, discussions and exams. (The SFCC administrative dates for course withdrawal and/or grading status change are available to you on the Blackboard “My SFCC Online” screen.)

Activities Within the Course

• Reading and Homework Assignments: Weekly, both reading and homework assignments are to be completed. Please refer to the Course Schedule above for each week’s assignment. This are not handed in but it is to your benefit to complete these assignments. Solutions to the problems are available on Blackboard.
• Discussion Board: There are six discussion topics for which you are expected to participate in. Discussion topics correspond to the course materials. See grading rubric for grade details.
• Quizzes: Each chapter will have a quiz. These will be due on Wednesdays the week after the chapter has been completed.
• Exams: There is a mid-term exam and a final exam covering the specific topics studied during the course. You will have one chance to complete the exam and each exam will have approximately 30 questions. These exams will be timed.
• Case studies: Four case studies will be assigned during the course. Each case will be either from the book or available online. Details will be given for each case.
• Group Project: One group project will be assigned during the course. This will be presented to the class on the Blackboard site. Details will be given within the first month of the course.
Proposed course schedule:

<table>
<thead>
<tr>
<th>Module</th>
<th>Week</th>
<th>Chapter/Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Course Introduction</td>
<td>Week 1</td>
<td>Introduction Blackboard course</td>
</tr>
</tbody>
</table>
| 2. Managerial Finance Introduction | Weeks 2 – 4 | Chapter 1: The Role and Environment of Managerial Finance  
Chapter 2: Financial Statements and Analysis  
Chapter 3: Cash Flow and Financial Planning |
| 3. Financial Management Concepts   | Weeks 5 – 9 | Chapter 4: Time Value of Money  
Chapter 5: Risk and Return  
Chapter 6: Interest Rates and Bond Valuation  
Chapter 7: Stock Valuation |
Chapter 9: Capital Budgeting Techniques  
Chapter 10: Risk and Refinements in Capital Budgeting |
Chapter 12: Leverage and Capital Structure  
Chapter 13: Dividend Policy |
| 6. Final Exam                      | Week 16   |                                                                               |

Communication Standards

With the Instructor: (1) During Office Hours, (2) Via the course e-mail system, using the mail tab. I guarantee a 48-hour response time. If you use other e-mail, I do not guarantee a response, (3) during class. If I will not be logging on for a long period of time (a few days or more), I will post this under the announcements.

With Other Students: You are expected to participate in the class, module discussions, including posting original messages and responding to others’ responses. Instructions are included with each discussion topic. You will also have the opportunity to communicate with other students during the class, or you are welcome to use the Open Chat room. Invite others to chat when you see them online.

Netiquette

The following dispositions are expected of all of us:

- Act in an ethical manner with integrity and fairness;
- Respect the individual and demonstrate a caring attitude;
- Take responsibility for one’s own actions and behaviors;
- Work collaboratively with colleagues; demonstrate social and relationship skills;
- Demonstrate willingness to explore and understand cultural differences; maintain self-awareness and critique personal biases;
- Demonstrate understanding of and commitment to dialogue as a way of teaching, learning from, and connecting with others;
- Have habits of mind that:
  - Demonstrate persistence and commitment to continuous learning
  - Demonstrate listening with understanding
  - Demonstrate flexible thinking and the ability to take multiple perspectives
  - Demonstrate the willingness to take responsible risks
- Demonstrate independent thinking and accountability
- Demonstrate appreciation, empathy and respect for others & self
- Demonstrate energy, enthusiasm and hopefulness as well as critical reflection & analysis

- Derogatory comments and language will not be tolerated.

**Prerequisites/Minimum Student Preparation**

PREREQUISITE TO THE COURSE: Accounting 111 (Office Accounting) or Accounting 121 (Principles of Accounting I). Any student who has not fulfilled this prerequisite needs to inform the instructor as soon as possible.

**Required Technical Skills**

BEFORE YOU BEGIN—read this! The following is an excerpt from the SFCC Schedule of Credit Classes concerning online classes: "These courses cover the same material as their on-campus equivalents, but the work is completed through the use of a computer and Blackboard Campus Edition 8; an online course management software accessed via the Internet. Online classes are different from on-campus classes and require self-discipline, and motivation, and an above-average measure of confidence in one's computer skills. An online course takes substantially more time than a traditional course." Despite this being an online course and you work at your own pace, there are specific due dates that must be followed.

**Computer Requirements and Skills:**

- A computer less than 3 years old to which you have access day and night.
- Reliable and stable access to the Internet (broadband/high-speed is highly recommended).
- Microsoft Internet Explorer 6.0 or higher or Mozilla Firefox 1.5 Web browser (If you use AOL for Internet access, you must use Internet Explorer rather than the standard AOL browser).
- A valid email account.
- Basic computer skills (ability to copy and paste, add attachments, and navigate the Internet).

Finally, students are expected to meet the course requirements during the entire semester. If you run into difficulty with the computer you normally use for the course, you are required to find and use an alternate computer in order to complete all assignments. Late assignments will not be accepted based on student inability to access a computer--no exceptions!

**Grading Policy and Criteria**

Late assignments will be given reduced points. More than a week past the due date it will be a zero.

I anticipate using the following grading scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes*</td>
<td>12 @ 10 points each</td>
<td>120 points</td>
</tr>
<tr>
<td>Mid-term Exam</td>
<td>1 @ 100 points</td>
<td>100 points</td>
</tr>
<tr>
<td>Final Exam</td>
<td>1 @ 100 points</td>
<td>100 points</td>
</tr>
<tr>
<td>Discussions</td>
<td>6 @ 10 points each</td>
<td>60 points</td>
</tr>
<tr>
<td>Case Studies</td>
<td>4 @ 30 points each</td>
<td>120 points</td>
</tr>
<tr>
<td>Group Project</td>
<td>1 @ 100 points</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td></td>
<td><strong>600 Points</strong></td>
</tr>
</tbody>
</table>
* 14 quizzes will be given during the course. Only the highest 12 will count.

Final grades will be based upon the percentage of points earned, as follows:

- 91-100% = A;
- 81-90% = B;
- 71-80% = C;
- 61-70% = D;
- Below 61% = F or W.
- I may add “+” or “-” to a grade for especially excellent (or especially lackluster) preparedness and discussion participation. The grading scale may be adjusted at the instructor’s discretion.

Quizzes. There will be 14 online quizzes. You may take these quizzes two times, and only the highest score you achieve will be entered for your grade on each quiz. However, you will not have access to the quizzes after the second attempt. Quizzes will generally be multiple-choice, true-false, matching, fill-in-the-blank, and short answer, will often include automated explanations for correct and incorrect answers, to assist you in learning the material. Only the highest 12 quizzes will count for your grade. If you miss a quiz, you cannot make it up after it has closed; this will be used as one of the dropped quizzes.

Online Discussion: Make sure you write your responses with proper grammar and without abbreviations common to Internet communication. Take a formal approach to writing for the discussion board. Casual writing style will not be tolerated. I will create discussion topics. You must log in at least three times each week, at least 24 hours apart, although I recommend daily log-ins. I expect you to read all postings and post your own messages at least twice per module. Online discussion will be evaluated by the amount of time you spend online, the number of postings you read and contribute, and the quality of your contributions. Please be aware that I am able to monitor how long you are online and where you go in the website. See the grading rubric for details on requirements.

Exams. The exams will be online and open book, but will be time-limited, so you will not be able to pass them unless you have prepared for them much as you would for an in-class exam. The exams will include the same sorts of questions you will encounter in the quizzes. Time allowed for the exams will be announced and be adequate for the number of questions contained in each exam.

Grading. Upon the close of the assignment or discussion (i.e., due date), there will be a 3 day turn-around for the feedback and grade. For projects and discussions, a rubric will be utilized for grading.

Non-Completion of the Course. If for some reason you believe that you will be unable to complete or pass the class, it is usually best to voluntarily withdraw. However, if you do not, withdraw from the class and have not passed by the end of the course, I will normally give you a grade of “F” unless you specify that you would prefer to withdrawal. Note that receiving an “F” damages ones college grade point average, and a “W” may have adverse financial aid consequences.

Work Expectations

Weekly Assignments - This course is not self-paced. There will be weekly assignments that are to be completed by a specific date and time.

Required Readings - You are expected to read all of the required readings in the text and to integrate them into your assignments, assessments, unit exams, unit assignments and discussion board postings.

Weekly Assessments - You are required to complete module assessments. You will receive an immediate score once the assessment is completed.
Course Participation - Course participation is expected of all students. In addition, it is expected that all students will exhibit the behavior of a mature college student and complete all assignments by the assigned due dates.

Plagiarism (Academic Dishonesty) Statement and Policy: Plagiarism is an offense against the academic community and is therefore quite serious. The penalty for confirmed plagiarized work, in addition to an "F" on the assignment, may result in a failed course grade, expulsion from the college, and/or a notation of academic dishonesty on the student's permanent record.

Plagiarism exists when:
1. The work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substitute the work of another for one's own in an examination, test, or assignment).
2. Parts of the work are taken from another source without reference to (proper citation of) the original author.
3. The whole work (e.g., an essay or exam answer) is copied from another source--this includes copying the textbook, or any outside source used to create the work, without proper citation of that source.
4. A student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior arrangement with the instructor(s) involved. This rule also applies to work that a student may have submitted at another college, university, or high school.

While it is recognized that scholarly work often involves reference to the ideas, data, and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted.

Plagiarism occurs not only when direct quotations are taken from a source without citation, but also when original ideas or data from the source are not acknowledged. BE INFORMED: Plagiarized work is not excused by ignorance of the fact. Students are expected to understand the definition of plagiarism and to abide by honesty in presenting work as one's own. If you have any doubts or questions concerning plagiarism, please contact the instructor.

Technical Support

How to get your technical issues resolved:

- Try the HELP menu in the upper right corner of the screen.
- If you normally do not have troubles, the first thing to do is shut down your computer and restart. When logging on to Blackboard always click RUN when the Java window appears. This solves 80% of problems.
- Use the 10 Minute Rule: If you can't figure it out in 10 minutes, get someone to help you!
- Ask a classmate or a tech buddy.
- Call the Helpdesk at: (505) 428-1222 or e-mail at helpdesk@sfccnm.edu
- Be prepared to give your user name (firstname.lastname), the course ID (CRN Number) of the course you're working in, any error messages that you receive, and the time and date of your issue.
Helpdesk Hours

On Campus Support Hours
Room 528
Mon-Thurs: 7 a.m. - 6 p.m.
Fri: 7 a.m. - 5 p.m.
Sat and Sun: Closed

On Call Support Hours
Call (505) 428-1222
Mon-Thurs: 6 p.m. - 9 p.m.
Friday: 5 p.m. - 8 p.m.
Sat: 8 a.m. - 5 p.m.
Sun: 12 p.m. - 5 p.m.

Academic Support
SFCC has a variety of academic support programs available to students, most of which reside under the division of Academic Support and Student Retention (ASSR). Among the available services are:

- Counseling & Advising
- Student Development
- Financial Aid
- Tutoring
- Special Services (for students with disabilities)
- Academic Support (TRiO)

Use this link to read all about it: http://www.sfccnm.edu/studserv/index

Basic Questions Related to Research, Writing, Technology, etc.

If you need assistance with research techniques, writing skills, basic computer skills and more, contact SFCC's Tutoring Center. It provides free individual and small-group tutoring on a drop-in and appointment basis for current Santa Fe Community College students. An online tutor is also available; you should be enrolled in Tutoring Center – Online every spring and fall semester. Use this link as a starting point: http://www.sfccnm.edu/support/tutoring or call (505) 428-1260.

ADA Standards Americans with Disabilities Act (ADA). SFCC will make every attempt to reasonably accommodate students with disabilities. It is your responsibility to request any accommodations for your individual learning needs. Contact Special Services at 428-1331, or use this link: http://www.sfccnm.edu/specserv/access2tech for information regarding adaptive accommodations.

Good luck and have a great semester!!