Course Description

Provides an analytical understanding of financial management, and builds upon the fundamental principles of elementary accounting, economic principles, and the interrelationships underlying the techniques and data through which financial decisions are based. Students are presented with a cohesive, interrelated set of content, which merges fundamental principles into problem-solution techniques. Topics include financial analysis and planning, time value of money, and basic security valuation.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Define what finance is and how it relates to economic theory and accounting information.
2. Conduct a forecast using relevant data.
3. Conduct a ratio analysis.
4. Apply time value of money techniques to various pricing (valuation) and budgeting problems.
5. Apply measures of risk in financial analysis.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives**: Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures**: Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook. Supplemental Readings are provided in the Unit I, II, V and VI study guides to aid students in their course of study.
4. **Learning Activities (Non-Graded)**: These non-graded Learning Activities are provided in Units I and III to aid students in their course of study.
5. **Key Terms**: Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
6. **Discussion Boards**: Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
7. **Unit Assessments**: This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of written response questions and/or problems. A grading rubric is included with the Unit I Assessment. Specific information about accessing these rubrics is provided below.
8. **Unit Assignments:** Students are required to submit for grading Unit Assignments in Units II, V, and VII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with the Unit II, V, and VII Assignments. Specific information about accessing these rubrics is provided below.

9. **Final Exam (Proctored):** Students are to complete a Final Exam in Unit VIII. All Final Exams are proctored—see below for additional information. You are permitted four (4) hours to complete this exam, in the presence of your approved proctor. This is an open book exam. Only course textbooks and a calculator, if necessary, are allowed when taking proctored exams. The Final Exam is composed of problems and/or written response questions.

10. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

11. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**Unit Assignments**

**Unit II Problem Solving**

**Part 1**
For this assignment you will conduct a comparative DuPont analysis of two companies. Using a search engine, find one large corporation included in the S&P 500. Then, find one of its largest competitors. Go to the investor relations portion of each corporation’s homepage and find their most recent annual report. Calculate a complete DuPont analysis calculating the ROE, ROA, the profit margin, total asset turnover and equity multiplier. Critique the differences between the two corporations in approximately 100 words.

**Part 2**
Using the most recent income statements (annual) for the two corporations from Part 1 of the assignment, calculate a common size analysis using a spreadsheet. Discuss the differences in the two corporations in approximately 75 words. Your answer can be completed below your spreadsheet analysis.

Submit Part 1 and Part 2 together in one document.

**Unit V Paper**

Using the CSU Online Library, research the variables that impact the pricing of options. Focus your energy on comparing the attributes of the two widely accepted models used for option pricing: Black-Scholes and Binomial Models. Your paper should be completed in Word and be no less than two pages in length following APA format.

**Unit VII Paper**

Using the CSU Online Library and the unit reading assignment, explore the capital budgeting techniques covered in the unit, NPV, PI, IRR, and Payback. Compare and contrast each of the techniques with an emphasis on comparative strengths and weaknesses. Be sure to show you understand how each is applied and used in capital budgeting decisions. Use Microsoft Word to complete your answer. Your paper on comparing techniques should be no less than two pages and any references should be cited using proper APA format.

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**APA Guidelines**

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.
Blackboard Grading Rubrics

Unit Assessment Rubrics

One or more “written response” questions in this course utilize a Blackboard Grading Rubric. A rubric is a tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of the written response question. Your professor will use the Blackboard Grading Rubric to assign points and provide feedback.

You are encouraged to view the rubric before submitting your response. This will allow you to review the evaluation criteria as you prepare your response. You may access the rubric by clicking on the “View Rubric” icon next to the written response question within the assessment. Upon receiving your assessment grade, you may view your grade breakdown and feedback in the rubric within the assessment.

Assignment Rubrics

One or more assignments in this course utilizes a Blackboard Grading Rubric. A rubric is a tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of an assignment. Your professor will use the Blackboard Grading Rubric to assign points and provide feedback for the assignment.

You are encouraged to view the assignment rubric before submitting your work. This will allow you to review the evaluation criteria as you prepare your assignments. You may access the rubric in “My Grades” through the “Tools” button in your course menu. Click the “View Rubric” link to see the evaluation criteria for the assignment. Upon receiving your assignment grade, you may view your grade breakdown and feedback in the rubric.

Final Examination Guidelines

Final Examinations are to be administered to students by an approved proctor on a date that is mutually convenient. The student is responsible for selecting a qualified proctor that must be approved by the university.

A list of acceptable proctors is provided in the Examination Proctor Policy. To review the complete Examination Proctor Policy including a list of acceptable proctors, proctor responsibilities, proctor approval procedures and the Proctor Agreement Form, go to the myCSU Student Portal from the link below.

http://mycsu.columbiasouthern.edu

You are permitted four (4) hours to complete this exam, in the presence of your approved proctor. This is an open book exam. Only course textbooks and a calculator, if necessary, are allowed when taking proctored exams.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.
Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

- Discussion Boards (8 @ 2%) = 16%
- Unit Assessments (8 @ 6.5%) = 52%
- Problem Solving = 6%
- Unit Papers (2 @ 7%) = 14%
- Final Exam = 12%
- Total = 100%

Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
### BBA 3301, Financial Management

#### Course Schedule

By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

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<tr>
<th>Unit I</th>
<th>Foundations and Background of Finance</th>
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<tr>
<td><strong>Review:</strong></td>
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<td>Unit Study Guide</td>
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<td></td>
<td>Learning Activities (Non-Graded): See Study Guide</td>
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<tr>
<td><strong>Read:</strong></td>
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<td></td>
<td>Chapter 1: Foundations</td>
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<td>Chapter 2: Financial Background: A Review of Accounting, Financial Statements, and Taxes</td>
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<td></td>
<td>Supplemental Reading: See Study Guide</td>
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<tr>
<td><strong>Discuss:</strong></td>
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<td>Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)</td>
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<td><strong>Submit:</strong></td>
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<td>Assessment by Tuesday, Midnight (Central Time)</td>
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</table>

**Notes/Goals:**

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<th>Unit II</th>
<th>Cash Flows and Financial Analysis</th>
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<td><strong>Review:</strong></td>
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<td><strong>Read:</strong></td>
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<td>Chapter 3: Cash Flows and Financial Analysis</td>
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<td>Supplemental Reading: See Study Guide</td>
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<td>Problem Solving by Tuesday, Midnight (Central Time)</td>
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<td>Proctor Approval Form</td>
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**Notes/Goals:**

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<th>Unit III</th>
<th>Financial Planning, the Financial System and Governance</th>
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<td>Learning Activities (Non-Graded): See Study Guide</td>
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<td><strong>Read:</strong></td>
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<td>Chapter 4: Financial Planning</td>
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<td><strong>Discuss:</strong></td>
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**Notes/Goals:**
### Unit IV: Time Value of Money

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 6: Time Value of Money

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)

**Notes/Goals:**

### Unit V: Valuation of Securities

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 7: The Valuation and Characteristics of Bonds
- [ ] Chapter 8: The Valuation and Characteristics of Stock
- [ ] Supplemental Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)
- [ ] Paper by Tuesday, Midnight (Central Time)

**Notes/Goals:**

### Unit VI: Risk and Return

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 9: Risk and Return
- [ ] Supplemental Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)

**Notes/Goals:**
## BBA 3301, Financial Management

### Course Schedule

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<td>Read:</td>
<td>☐ Chapter 10: Capital Budgeting</td>
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</table>
| Discuss:       | ☐ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
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| Submit:        | ☐ Assessment by Tuesday, Midnight (Central Time)  
☐ Paper by Tuesday, Midnight (Central Time)  
☐ Request to take Final Exam |

### Notes/Goals:

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<tr>
<td>Read:</td>
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☐ Final Exam by Tuesday, Midnight (Central Time) |

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