



BAKER COLLEGE

STUDENT LEARNING OUTCOMES

FIN 3010 Principles of Finance
3 Semester Hours

Student Learning Outcomes and Enabling Objectives

1. Analyze financial information for a corporation to use in decision-making.
 - a. Apply financial analytical tools to measure financial performance of a corporation.
 - b. Analyze the basic financial statements using ratio analysis.
 - c. Differentiate between ratio and trend analysis.
 - d. Assess a publicly traded corporation using ratio and trend analysis.
 - e. Use time value of money concepts to determine present and future value information used in decision-making.
 - f. Examine various types of risk and strategies for dealing with risk.
 - g. Analyze the financial goals of a corporation.
 - h. Determine the appropriate sources for corporate financing.
2. Investigate the optimal capital structure for a corporation.
 - a. Explain the capital structure of a corporation.
 - b. Apply valuation concepts to: bonds, common stock, and preferred stock.
 - c. Explore capital markets for purposes of accessing financial resources for a corporation.
 - d. Explain the characteristics of equity securities.
 - e. Explain the characteristics of debt securities.
 - f. Examine the major sources of short- and long-term financing.
3. Assess the capital management of a corporation
 - a. Interpret the importance of financial management in business.
 - b. Contrast capital budgeting methods.
 - c. Analyze the firm's weighted average cost of capital (WACC).
 - d. Explore cost of capital calculations and the decision-making involved.
 - e. Apply capital budget principles to various situations.
 - f. Illustrate proper working capital management procedures.
 - g. Explain the importance of ethical decision-making related to financial management.
 - h. Analyze the tax implications of different financial decisions and their impact on the corporation.

Big Ideas and Essential Questions

Big Ideas

- Time Value of Money (TVM)
- Financial Analysis
- Risk
- Raising/Accessing Capital

- **Managing Capital**

Essential Questions:

1. How does time value of money impact corporate finance?
2. How does a corporation manage capital?
3. How does a corporation raise and access capital?
4. What impact does risk play in capital management?
5. What does financial analysis reveal to those who access financial information about a corporation?

These SLOs are approved for experiential credit.

Effective: Fall 2017