



## HUSSON UNIVERSITY

### COURSE SYLLABUS

**BA36217-2 | Financial Management I | Spring 2020**  
**7 Weeks | March 18, 2019- May 3, 2019| Online- Canvas**

**Professor/Instructor:** Nicole E. Morgan, MBA

**Office Hours:** By appointment

**Office:** N/A

**Phone:** Please feel welcome to email me if you would like to speak together by telephone

**E-mail:** [morganni@husson.edu](mailto:morganni@husson.edu)

### REQUIRED TEXTS & MATERIALS

1. *Financial Management I*, a McGraw Hill custom book listed as “by Wellington.” ISBN: 9781308346199 (Available at the campus bookstore).

The custom text is based on *Essentials of Corporate Finance*, by Ross, Westerfield, and Jordan, 8th Edition, McGraw-Hill (2014).

### RECOMMENDED

1. Financial calculator
2. Access to Excel ([www.onenote.com](http://www.onenote.com) – accommodates both Mac and PC operating systems)

### SUPPLEMENTAL READING

Handouts, media clips, and other reading materials will be made available on Canvas.

### COURSE DESCRIPTION

The foundation finance course covers basic personal and corporate financial management issues. Topics include personal financial planning, financial statements, financial ratio analysis, capital budgeting, financial forecasting, and cash inventory and receivables management. Students are expected to become proficient in financial analysis of a corporation and in various aspects of corporate financial management. Prerequisite(s): [AC 121](#) and ([AC 122](#) or [AC 211](#)) and [BA 211](#) and ([MS 141](#) or MS 111 or MS 242 or [MS 180](#) or [MS 181](#)).

### COURSE OBJECTIVES

The primary objective of the course is to introduce the concept of net present value (NPV) as the basic concept underlying capital investment decisions. NPV represents the excess of market value over cost. As part of the study of NPV we will discuss compounding and discounting,

future value, present value, perpetuities and annuities. The course will also cover financial statement analysis, long-term financing and short-term financial planning.

## **LEARNING OUTCOMES**

- I. Introduction to Financial Management
  1. Discuss the basic types of financial management decisions and the role of the financial manager.
  2. Identify the goal of financial management.
  3. Compare the financial implications of the different forms of business organizations.
  4. Describe the conflicts of interest that can arise between managers and owners.
- II. Financial Statements, Taxes and Cash Flow
  1. Differentiate between accounting value and market value.
  2. Distinguish accounting income from cash flow.
  3. Explain the difference between average and marginal rates.
  4. Determine a firm's cash flow from its financial statements.
- III. The Time Value of Money
  1. Determine the future value of an investment today.
  2. Determine the present value of cash to be received at a future date.
  3. Calculate the return on an investment.
  4. Predict how long it takes for an investment to reach a desired value.
- IV. Discounted Cash Flow Valuation
  1. Determine the future and present value of investments with multiple cash flows.
  2. Calculate loan payments and find the interest rate on a loan.
  3. Describe how loans are amortized or paid off.
  4. Explain how interest rates are quoted (and misquoted).
- V. Making Capital Investment Decisions
  1. Determine the relevant cash flows for a proposed investment.
  2. Analyze a project's projected cash flows.
  3. Evaluate an estimated net present value.
- VI. Net Present Value and Other Investment Criteria
  1. Summarize the payback rule and some of its shortcomings.
  2. Discuss accounting rates of return and some of the problems with them.
  3. Explain the internal rate of return criterion and its associated strengths and weakness.
  4. Evaluate proposed investments by using the net present value criterion.
  5. Calculate the profitability index and its relation to net present value.
- VII. Working with Financial Statements
  1. Standardize financial statements for comparison purposes.
  2. Compute and interpret some common ratios.
  3. Assess the determinants of a firm's profitability and growth.
  4. Identify and explain some of the problems and pitfalls in financial statement analysis.
- VIII. Capital Asset Pricing Model
  1. Calculate an estimated return on stock using CAPM.
- IX. Weighted Average Cost of Capital
  1. Calculate the cost of capital for a firm which has both debt and equity financing.

## **INSTRUCTOR BIOGRAPHICAL INFORMATION**

BS- Husson University- Business Management  
MBA- Husson University- Business Management  
PhD- University of Maine- Current candidate

Current Position: Consumer Banking Relationship Manager, Bangor Savings Bank

## **ATTENDANCE POLICY**

As a student, you are expected to attend all scheduled class sessions for courses in which you are enrolled. The only recognized absences are the consequence of family or personal emergencies or extended illness requiring confinement or hospitalization. The decision whether you may make up class work, quizzes, or examinations missed while absent, is exclusively mine.

Since this is an online course, attendance is measured differently than on campus courses. Attendance in online courses is demonstrated in a variety of ways, including (but not limited to) submitting academic assignments, taking quizzes or exams, engaging in interactive tutorials or computer-assisted instruction, participating in online discussions about academic matters, or initiating contact with the professor to ask questions about the academic content of the course.

To be considered present, **at a minimum, you must log in to the course at least once a week.** Logging into the course, clicking around for a few minutes, and logging back out again, does not satisfy the spirit or intent of the “once a week” standard. I will monitor how often you log in each week, the specific areas of the course you access, and for how long you are present within the portal. These metrics will serve as the basis by which I evaluate your course attendance. To satisfy your academic obligations, multiple logins are highly recommended. Any student who begins active participation in the course, but does not log in to the course for 7 consecutive calendar days will be assigned a grade of "X" (failure for excessive absences). See more at: <http://www.husson.edu/academics/academic-policies/undergraduatepolicies#sthash.814wCKJy.dpuf>

## **COURSE EXPECTATIONS**

**Policies and Procedures** The course will follow the College’s published policies and procedures: <http://www.husson.edu/academics/academic-policies/undergraduate-policies>

### **Contact**

The best way to contact me is through our Husson email accounts ([morganni@husson.edu](mailto:morganni@husson.edu)). I will always attempt to respond within 24-48 business hours, if not sooner. Should you like to speak by telephone, kindly reach out to me via email to make an appointment. Please note, in emails to me for the duration of the semester, kindly include in the **Subject line** the name of our course: **Financial Management I**. Within the email itself, please begin your message with a formal greeting, followed by a succinct and complete message, and your closing signature. Please remember emails to instructors are a professional form of communication, and not an informal message as one might send via Facebook or some other social media platform.

## Canvas

All class information will be found on Canvas. Please diligently check the site. All assignments will be turned in electronically through Canvas, and should be submitted in Word compatible format (.doc), unless otherwise indicated. If you do not have Microsoft Office software, you may access a free Cloud-version of the software at [www.onenote.com](http://www.onenote.com) (PC and Mac compatible).

The course will follow a weekly schedule from Monday to Sunday. The course portal will open on Monday at 6 a.m., and close on Sunday at 11: 55 p.m. (Our last week of class, the portal will close on Wednesday at 11:59 p.m.). All assignments must be completed within the week, and submitted by the assigned due dates. But for the emergencies noted above, no late work will be accepted, and no extra credit assignments will be awarded, unless offered to the class as a whole.

## Office Hours

While I do not keep traditional office hours on campus, I am happy to schedule an appointment to meet with you by telephone, Skype, Zoom or any other similar platform. Please contact me by email to schedule an appointment.

## Conflicts or Emergencies

Please consult with me in advance if you foresee difficulty completing assignments on time. In the event of a personal or professional emergency, please notify me as soon as possible to make arrangements to bring your work current.

## GRADING

Reading Questions	25%
Discussion Posts	30%
Reply Posts	15%
Midterm Exam	15%
Final Exam	<u>15%</u>
	100%

<u>Letter Grade</u>	<u>(Grade-Point Average)</u>	<u>Numeric Grade</u>
A	4.0	95-100
A-	3.7	90- 94
B+	3.3	87- 89
B	3.0	83- 86
B-	2.7	80- 82
C+	2.3	77- 79
C	2.0	73- 76
C-	1.7	70- 72
D+	1.3	67-69
D	1.0	63- 66
D-	0.7	60- 62
F	0.0	Below 60

## CLASS ETIQUETTE

In keeping with your status as undergraduate students, you will be expected to work diligently throughout the course. Overall, please interact with me and your peers with respect, deference, and kindness. You are welcome to refer to me as Professor Morgan or Nicole, whichever you prefer.

## TEXTBOOK + READING QUESTIONS

We will have a series of reading questions due each week by Sunday at 11:55 p.m. You are welcome to use your textbook to answer the questions, however honor-bound to not collaborate on the assignment with others. Reading questions are 25% of the course grade.

## DISCUSSION POSTS

On a weekly basis, you will complete one discussion post relating to the course content by Friday at 11:55 p.m. Please write your discussion post and it must be at least 200 words. Discussion posts enhance textbook content and promote dialogue. Your discussion posts should be formal and academic in tone, approach, and substance. In general, the following rubric will be used to evaluate your discussion posts, where applicable. Your discussion post participation will be graded on a 1-10 scale. Your posts will be evaluated for substance and quality. Discussion posts are 30% of the course grade.

Rubric Point Distribution for Discussion Posts

Criteria	Points
Demonstrates understanding of assigned textbook readings	2.0 points
Thoughtfully applies assigned readings to discussion question(s) posed	3.0 points
Records 3- to 5-minute post (audio or video)	3.0 points
Writes professionally (clear, confident, citing sources where appropriate and of at least 200 words)	2 point
<b>Total:</b>	<b>10.0 points</b>

## REPLY POSTS

After completing your discussion post, you will then reply to one classmate's post by Sunday at 11:55 p.m. Your response will be written within Canvas and be at least 200 words. You should try to respond to a different classmate each week. In all other respects, the criteria for reply posts is the same as discussion posts. Reply posts are 15% of the course grade.

Rubric Point Distribution for Reply Posts

Criteria	Points
Demonstrates understanding of classmate's Discussion Post	2 point
Thoughtfully interacts with classmate's ideas	4 points
Writes professionally and respectfully to classmate. Length at least 200 words	2 point

Writes to a different classmate each week	2 point
<b>Total:</b>	<b>10.0 points</b>

## **EXAMS**

There will be two exams, a midterm exam and a final exam. The midterm exam will cover Chapters 1-4 of our custom textbook. The final exam will cover Chapters 4-8 of our custom textbook. Each exam is open-book, open-note. You are honor-bound to work independently. The exams have 100 objective questions worth 1 point each (i.e., multiple choice, true/false, matching, etc.). Each exam is 15% of the course grade.

## **UNIVERSITY POLICIES**

### **ACADEMIC HONESTY**

Students and faculty in colleges and universities seek new knowledge and insights. There is so much to learn and know that we must build on the work of each other. Academic integrity is essential to that building process. We rely on each other, therefore, to specify what we know, how we know it, or where we found it. Underlying this reliance is an obligation to be honest, forthright, and civil in all dealings with fellow student, staff, and faculty. Behavior inconsistent with these obligations in the context of this course will not be tolerated.

Cheating, plagiarism, fabrication, falsification, collusion, and assaultive, demeaning or disruptive behavior are all examples of behavior that fall below the norms of academic integrity. A student who engages in any such behavior will receive, at a minimum, a grade of “F” in the pertinent assignment. The student may also have his or her final grade reduced by one or more grade points, or be immediately dismissed with a failing grade from the course. Such behavior may also result in additional penalties, including suspension or dismissal from the student’s program, School, or the University, and may delay or prevent professional licensure.

If the instructor for this course determines that a violation of academic integrity has occurred, the instructor will record the finding in a report and meet with the student to discuss the findings and proposed sanctions. The student may appeal the findings to the Dean of the College of Science and Humanities, Dr. Patricia Bixel, within 10 business days of the scheduled meeting with the instructor. Uncontested sanctions or those supported by the Dean will become a matter of record on the student’s file and be retained for the duration of the student’s attendance at Husson.

### **STUDENTS WITH DISABILITIES**

Husson University reasonably accommodates those who request accommodations and provide evidence of a disability. Such efforts are in accordance with the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 as amended. In order to request disability-related services at Husson students must self-identify to the Office of Academic Success and Intercultural Services (OASIS), and provide appropriate and up-to-date documentation to verify their disability or special needs. Notice to other departments, faculty, or staff does not constitute self-identification to OASIS. After the accommodations have been approved, the student must notify the instructor by providing the accommodation plan. Depending upon the nature of the request, the instructor may then coordinate with OASIS to fulfill the plan. If you have any questions regarding reasonable accommodations or need to request disability-related services, please

contact Dean Wilson Barker in the OASIS Office, located in Peabody Hall room 208, or call (207) 992-1934, or e-mail [wilsonbarkers@husson.edu](mailto:wilsonbarkers@husson.edu).

### **Sexual Assault / Misconduct**

Administration, faculty, and staff at Husson University are interested in the intellectual, physical, and emotional well-being of its students. As the University faculty members are considered “responsible employees” under the regulations of Title IX and are therefore required to report incidences of sexual assault and/or misconduct. This reporting obligation pertains to incidents that have been observed as well as those that have been heard. Because advisors, faculty, and staff must report such matters, the ability of these individuals to maintain the confidentiality of information provided is limited. Confidentiality can be maintained through Husson University Counseling Center. The Husson University community encourages students to advance a culture of safety and concern for others. For further information regarding resources available to students and policies regarding sexual misconduct, please visit: <http://www.husson.edu/title-ix>.

### **Non-Discrimination**

Husson University is committed to maintaining an environment that is free of unlawful harassment and discrimination. In accordance with federal law and its commitment to a fair and open campus environment, Husson cannot and will not tolerate unlawful discrimination against or harassment of any individual or group based upon race, color, religion, national origin, sex, sexual orientation, age, disability, citizenship, veteran status, or any factor that is a prohibited consideration under applicable law, in matters of admissions, employment, housing, or services or in the educational programs or activities it operates.

### **Religious Observance Policy**

Husson University recognizes the student body includes adherents of many faiths, and observance of religious holidays is an important part of religious practice. In support of this sentiment, any student who is unable to attend classes or to participate in any examination, study, or course requirements on a day of observance because of his or her religious belief, shall be provided with an opportunity to make up the course requirements so long as the effort to do so does not create an unreasonable burden upon the instructor, department or University. The student must provide advanced notice as established in the syllabus such that the instructor has adequate opportunity to prepare for a makeup. At the discretion of the instructor, the occasion for making up coursework could occur prior to the examination or due date of the assignment. No adverse or prejudicial effects shall result to a student’s grade for the examination, study, or course requirement on the day of religious observance because he or she relies upon these provisions. In the case of an internship or clinical, students should refer to the applicable policy in place by the employer or site.

## **STUDENT RESOURCES**

The Office of Academic Success & Intercultural Services—**OASIS**—in 208 Peabody Hall offers an integrated academic services center, which includes the following departments:

### **Academic Services**

The Academic Services staff members serve as advisors to students who have not yet declared a major area of study (Undeclared) and provide advice and guidance on academic requirements to all students. They offer assistance with study skills and time management, as well as coordinating appointments with tutors in the Learning Center and Writing Center. Academic

Services staff can advise students every step of the way from declaring a major, to registering for classes, to preparing to graduate.

### **Career Services**

Husson Career Services helps students and alumni make informed career decisions, connect with employers, pursue further education, and develop their professional lives and goals. They provide guidance on careers, majors, internships, job searching, graduate school advising, using social media, and much more. Get started by signing up on the Husson Eagle Career Link through the College Central Network where jobs, internships, and all Career Services events are posted.

### **Disability Services**

Disability Services staff work with students who have all types of disabilities to make sure they have equal access to a Husson education. To receive accommodations, a student must provide documentation of a qualifying disability and initiate contact with Disability Services. The reasonable accommodations determined by the Disability Services office cannot substantially alter the course or program requirements. For out-of-classroom experiences, accommodations are reevaluated and do not necessarily match classroom accommodations.

### **International Student Services**

International students will find a full range of support and advocacy services within OASIS. A designated Student Success Advisor will assist international students in academic as well as personal advising, as well as facilitating contact with the Learning or Writing Centers. Additionally, international students can access Immigration and Visa Services, orientation programming, peer mentors, and Career Services through their Student Success Advisor.

### **Learning Center**

The Learning Center is a student-central resource dedicated to providing tutoring for both general undergraduate classes and degree-specific courses. The atmosphere is laid-back, with both peer tutors and faculty tutors available to help. Classes tutored include: anatomy and physiology, chemistry, algebra, probability and statistics, physics, psychology, and Spanish. Classes are added to the tutoring schedule as need dictates. Supplemental Instruction is also offered in many science classes, again as dictated by student need.

### **Writing Center**

The Writing Center is geared towards all things writing: composition, the creative process, grammar and even style. Writing consultants can help with inventing, organizing, and revising documents to meet the specific requirements established by courses. Throughout the term, the Writing Center also conducts informational workshops, such as how to use APA citation format. Information regarding these workshops is posted outside the Writing Center.

### **Online Tutoring**

If you are enrolled in one of Husson University's extension campuses or online courses and need to access a tutor, please use the appropriate link below to set up an appointment.

For an appointment with a Writing Consultant, please email: [writingcenter@husson.edu](mailto:writingcenter@husson.edu)

For an appointment with a tutor in the Learning Center, please email: [learningcenter@husson.edu](mailto:learningcenter@husson.edu)



## CLASS SCHEDULE

The following schedule of topics and assigned readings represents a working outline that may be adjusted depending on our weekly progress.

## INSTRUCTORS DISCRETION TO MODIFY THE SYLLABUS

I have the authority to modify the syllabus based on my determination such changes would better meet the learning objectives of the course. It is your responsibility to maintain awareness of those modifications and note them as necessary.

Schedule	Read + Questions Sunday 11:55 p.m.	Discussion Posts Friday 11:55 p.m.	Reply Posts Sunday 11:55 p.m.
<b>Week 1</b> March 16-March 22	Ch 1 (also known as Part 1), Introduction to Financial Management  (Critical Thinking and Concepts Review (CTCR) 1.1-1.7)	<i>Agency problems and corporate ownership</i>  (Pop Quiz questions 1.2 and 1.3)	
<b>Week 2</b> March 23-March 29	Ch 2 (Part 2), Financial Statements, Taxes, and Cash Flow  (CTCR 2.1-2.3 and Questions and Problems (Q&P) 1-5)	<i>Executive compensation</i>  (Pop Quiz questions 2.2 and 2.3)	
<b>Week 3</b> March 30-April 5	Ch 4 (Part 3), Introduction to Valuation: The Time Value of Money  (CTCR 4.1-4.7)	<i>Time value of money</i>  (How much do you need at retirement? Use "Retirement Planning" link at about.com.)	
<b>Week 4</b> April 6-April 12	Ch 5 (Part 4), Discounted Cash Flow Valuation  (CTCR 5.1-5.5 and Q&P 1-3)	<i>Discounted cash flow, Positives and Negatives of taking out a loan</i> (Pop Quiz question 5.4) <b>MIDTERM Due: Sunday, April 12<sup>th</sup> - Chapters 1,2,4,5</b>	
<b>Week 5</b> April 13-April 19	Ch 9 (Part 5), Making Capital Investment Decisions  (CTCR 9.2-9.6 and Q&P- 1, 3, 5)	<i>Capital Budgeting</i>  (Critical Thinking and Concepts Review question 1)	

<p><b>Week 6</b> April 20-April 26</p>	<p>Ch 8 (Part 6), Net Present Value and other Investment Criteria (CTCR 8.1-8.5 and Q&amp;P 1,4,5)</p>	<p><i>Net Present Value (example)</i>  <i>(Pop Quiz questions 8.1 and 8.2)</i></p>	
<p><b>Week 7</b> April 27-May 3</p>	<p>Ch 3 (Part 7), Working with Financial Statements (CTCR 3.1-3.5 and Q&amp;P 1-5)</p>	<p><i>Financial Ratios, Problems with Financial Statement Analysis</i>  <i>(Pop Quiz question 3.5)</i></p>	
<p><b>Final Exams</b> May 4-May 8</p>	<p>Final Exam- Chapters 5-7</p>	<p><b>FINAL Due: Friday, May 8<sup>th</sup> at 11:55 p.m.- Chapters 9,8,3,7</b></p>	