



COURSE SYLLABUS

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SECTION 1: COURSE INFORMATION

Format: 8 weeks.

Course ID: BBUS 3103

Course Title: PRINCIPLES OF FINANCE

College: Business & Leadership

Prerequisites: BBUS 2133

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course covers financial organizations and the principles and practices of decision making involving acquiring and allocating capital, dividend policy, operating and financial leverage, financial markets and related topics.

Course Overview

Finance is the language of business. Whether you are a manager or an up- and-coming entrepreneur, you need to understand the underlying fundamental principles and concepts of finance which drive performance, along with the tools that are used to measure a firm's financial health. This course will introduce you to the role of financial management within an organization and will cover the basic financial concepts used by managers to assist them with making decisions that create value for a firm's stakeholders. For example, we will examine topics such as the time value of money, valuation methods, and capital structures used in the financial decision-making process. Your overall business acumen will improve and you will develop a deeper appreciation of finance. After completing this course, you will be a better consumer of finance.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 7 hours per week.

Course Materials

These textbooks are open educational resource (OER). A link to the text is available within the course. Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- Introduction to financial management.
- Financial ratio analysis.
- Managing short-term budgeting needs.
- The time value of money.
- The capital asset pricing model (CAPM) and cost of capital.
- Recognizing investment opportunities.
- Capital structures.
- Financial business strategy.

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Describe the function of financial management in a business operation.
2. Analyze a firm's liquidity, profitability, and debt to determine a firm's financial condition.
3. Critique a business strategy based on risk, return, and valuation concepts.
4. Apply time value of money concepts to analyze investment opportunities including payback period, net present value, and internal rate of return.
5. Identify the investment opportunities offered by stocks, bonds, and money market instruments.
6. Use working capital, accounts receivables and inventory to manage short-term budgeting needs.
7. Examine factors influencing the determination of a firm's capital structure.

Late Work

None Accepted

Extra Credit

None Accepted

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.


SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.


Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS


Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1

X/XX/XX - X/XX/XX



Aim

- Explain the primary role of financial management.
- Identify the different types of financial markets and financial institutions.
- Explain how financial management and the financial markets interact to help businesses operate and create value.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 1
 - Due: Saturday, Tuesday
 - Points: 25
- Essay for Module 1
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 1
 - Due: Tuesday
 - Points: 15
- Module 1 Learn Practice Questions
 - Due: Tuesday
 - Points: 3

MODULE 2:
X/XX/XX - X/XX/XX



Aim

- Apply liquidity and debt ratios to measure a firm's ability to meet its obligations.
- Examine a firm's ability to generate earnings using profitability ratios.
- Compute a firm's degree of financial leverage.
- Apply the DuPont System to determine a firm's ROE.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 2
 - Due: Saturday, Tuesday
 - Points: 25
- Essay for Module 2
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 2
 - Due: Tuesday
 - Points: 15
- Module 2 Learn Practice Questions
 - Due: Tuesday
 - Points: 4

MODULE 3:**X/XX/XX - X/XX/XX**

Aim

- Compare and contrast between working capital, net working capital, and net operating working capital.
- Describe the cash conversion cycle and its relationship to managing a firm's cash flows.
- Compute the cash conversion cycle (CCC) from a firm's financial statements using the CCC formula.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 3
 - Due: Saturday, Tuesday
 - Points: 25
- Essay for Module 3
 - Due: Tuesday
 - Points: 50
- Assignment for Module 3
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 3
 - Due: Tuesday
 - Points: 15
- Module 3 Learn Practice Questions
 - Due: Tuesday
 - Points: 3

MODULE 4:
X/XX/XX - X/XX/XX



Aim

- Determine an investment's payback period.
- Evaluate investment projects using Net Present Value (NPV).
- Compute an investment's Internal Rate of Return (IRR).
- Compare multiple investments using Profitability Index (PI).



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 4
 - Due: Saturday, Tuesday
 - Points: 25
- Essay for Module 4
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 4
 - Due: Tuesday
 - Points: 15
- Module 4 Learn Practice Questions
 - Due: Tuesday
 - Points: 4

MODULE 5:
X/XX/XX - X/XX/XX



Aim

- Explain what the CAPM measures and its components.
- Determine the cost of capital using the CAPM.
- Compute a firm's weighted average cost of capital (WACC).
- Describe the factors that affect WACC.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 5
 - Due: Saturday, Tuesday
 - Points: 25
- Assignment 1 for Module 5
 - Due: Tuesday
 - Points: 50
- Assignment 2 for Module 5
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 5
 - Due: Tuesday
 - Points: 15
- Module 5 Learn Practice Questions
 - Due: Tuesday
 - Points: 4

MODULE 6:
X/XX/XX - X/XX/XX



Aim

- Describe Risk and Return.
- Examine Fixed Income Securities.
- Examine Equities.
- Identify Money Market Instruments.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 6
 - Due: Saturday, Tuesday
 - Points: 25
- Assignment for Module 6
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 6
 - Due: Tuesday
 - Points: 15
- Module 6 Learn Practice Questions
 - Due: Tuesday
 - Points: 4

MODULE 7:
X/XX/XX - X/XX/XX



Aim

- Explain the different components of a company's capital asset structure.
- Explain the Modigliani-Miller theorem in finance.
- Determine a firm's optimal capital structure.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 7
 - Due: Saturday, Tuesday
 - Points: 25
- Assignment for Module 7
 - Due: Tuesday
 - Points: 50
- Key Terms Quiz for Module 7
 - Due: Tuesday
 - Points: 15
- Module 7 Learn Practice Questions
 - Due: Tuesday
 - Points: 3

MODULE 8:
X/XX/XX - X/XX/XX



Aim

- Critique a business strategy based on risk, return, and valuation concepts.



Learn

- **All Learning Resources can be found within the course.**



Apply

- Discussion for Module 8
 - Due: Saturday, Tuesday
 - Points: 25
- Financial Analysis Case Study
 - Due: Tuesday
 - Points: 130
- Financial Analysis Case Study Presentation (Submission)
 - Due: Tuesday
 - Points: 74
- Key Terms Quiz for Module 8
 - Due: Tuesday
 - Points: 15
- Module 8 Learn Practice Questions
 - Due: Tuesday
 - Points: 1

SECTION 4: ASSESSMENTS

Discussion Forums

Description

Discussions on various course topics.

Total Possible Points

200

Key Terms Quizzes

Description

Quizzes on key terms for the course modules.

Total Possible Points

120

Essays and Assignments

Description

A variety of essays and assignments covering course topics.

Total Possible Points

450

Financial Analysis Case Study

Description

A portion of your grade will be based on a case study which evaluates your ability to synthesize all the material covered in the course. Case study.

Total Possible Points

130

SECTION 4: ASSESSMENTS

Financial Analysis Case Study Presentation

Description

A portion of your grade will be based on a presentation summarizing your case analysis findings. Presentation.

Total Possible Points

74

Learn Practice Questions

Description

You will gain points based on the completion of the practice questions in the learn pages throughout each module.

Total Possible Points

26