SHAW UNIVERSITY  
Department of Business and Public Administration  

SPRING 2012 COURSE SYLLABUS  
BUS 370 MANAGERIAL FINANCE

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TEXTBOOK: Essentials of Managerial Finance, 14th edition, Scott Besley and Eugene F. Brigham; Thomson/South-Western.

Business Management Program Mission and Standards
The mission of the Business Management Degree program reflects the mission of Shaw University and the mission, goals and objectives of the academic programs of Departments of Business and Public Administration. The primary purpose of the Business Management Programs is:

- To educate students in a broad range of knowledge and skills as a basis for careers in business.
- To prepare students to enter and sustain careers in the business world and to contribute positively in the larger society.
- To prepare students to achieve knowledge and skills for successful performance in a complex environment requiring intellectual ability to organize, work, make and communicate sound decisions, and react successfully to unanticipated events.
- To prepare students to develop learning abilities suitable to continue higher-level intellectual development.

Business Management Program Learning Outcomes (PLO)
1. Demonstrate knowledge of ethical and legal responsibilities in organizations and society.
2. Demonstrate knowledge of financial theories, analysis, reporting, and markets.
3. Demonstrate knowledge of creation of value through the integrated production and distribution of goods, services, and information.
4. Demonstrate knowledge of group and individual dynamics and human resources in organizations.
5. Demonstrate knowledge of statistical data analysis and management science as they support decision-making processes throughout an organization.

6. Demonstrate knowledge of information technologies as they influence the structure and processes of organizations and economies, and as they influence the roles and techniques of management.

7. Demonstrate knowledge of domestic and global economic environments of organizations.

**COURSE DESCRIPTION**

This course is designed to study the economic and financial structure of firms and their impact on the financial and operational requirements of firms. Areas covered will come from the following topics:

- Analysis of Financial Statements
- Financial Markets and the Investment Banking Process
- The Time Value of Money
- The Cost Of Money
- Bonds –Characteristics and valuation
- Stocks - Characteristic and valuation
- Risk and Rates of Returns
- Capital Budgeting Techniques
- Project Cash Flows and Risk
- The Cost of Capital and Capital Structure
- Dividend Policy
- **Ethics in Finance**

**STUDENT LEARNING OUTCOMES**

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Outcomes (Assessment Tools)</th>
<th>Linkage to Program Learning Outcomes</th>
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<tbody>
<tr>
<td>At the completion of this course, Students will be able to:</td>
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<tr>
<td>Demonstrate an understanding of the basic forms of business, their advantages and disadvantages and demonstrate the ability to calculate critical financial ratios related to primary financial statements.</td>
<td>Exam #1 Quizzes</td>
<td>2</td>
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<tr>
<td>Identify the types of financial markets and the activities which take place in each and apply time value of money techniques to basic financial calculations.</td>
<td>Exam #1 Quizzes</td>
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<tr>
<td>Demonstrate the ability to calculate bond prices under different market conditions; identify the features of corporate common stock; and demonstrate the ability to use the concepts of risk and rate of return and probability distribution in determining the standard deviation of investment risk scenarios.</td>
<td>Exam #2 Quizzes</td>
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<tr>
<td>Apply capital budgeting techniques to evaluating long-term projects. Demonstrate the ability to calculate the</td>
<td>Exam #3 Quizzes</td>
<td>2</td>
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</table>
after-tax cash flows when evaluating capital projects.

| Demonstrate the ability to calculate the weighted average cost of capital and the optimal capital structure and apply corporate dividend policies in determining dividend payouts. | Exam #4 Quizzes 2 |
| Apply critical-thinking, decision making skills, and team building skills to ethical dilemmas presented in the financial environment. | Group Project 1 |

**EVALUATION:**

| Class Attendance/Quizzes | 10% |
| Group Project ** | 10% |
| Examinations (4 Exams @ 20%) | 80% |
| | 100% |

Students will have 4 unit exams. The exams must be taken when scheduled. Make-ups will only be given in event of emergency.

** Group Project – Using library resources, prepare report on a topic related the ethics in finance.

**MAKE-UP EXAM MUST BE TAKEN WITHIN ONE WEEK OF SCHEDULED EXAM**

| MAKE-UP EXAM MAXIMUM POINTS |
| Exams not taken at scheduled time but before exams returned – MAX 80% |
| Those taken after exams are returned - MAX 63% |

**HEATING POLICY:** Anyone caught cheating on an exam/assignment will be given a ZERO. Please note that cheating includes plagiarism.

**ATTENDANCE RULE:** If there is an emergency and you cannot attend class, the courtesy of a telephone call or e-mail is expected.

**Student Classroom Decorum Expectations:**
To enhance the learning atmosphere of the classroom, students are expected to dress and behave in a fashion conducive to learning in the classroom. Students should dress up on Shaw Pride Tuesday. Students should refrain from disruptive classroom behavior (i.e., talking to classmates, disrespectful responses to teacher instructions; swearing; wearing clothes that impede academic learning such as but not limited to, wearing body-revealing clothing and excessively baggy pants; hats/caps, and/or headdress. Students should turn off telephones prior to entering the classroom. Students who exhibit the behaviors described above, or similar behaviors will be immediately dismissed from class at the third documented offense. The student will be readmitted to class only following a decision by the department chair. The student may appeal the decision of the department
chair to the Dean of the College offering the course, and, subsequently, to the Office of the Vice President for Academic Affairs, and then to the President of Shaw University. The decision of the President will be final. Failure to follow the procedures herein outlined will result in termination of the appeal, and revert to the decision of the department chair.

Each behavior construed by the teacher/professor as non-contributive to learning will be recorded, properly documented, and appropriately reported to the student and to the chair of the academic department offering the course. The report will be in written form with a copy provided to both the student and the department chair. The faculty member should retain a copy for his/her own records.

Additional student behavior codes may be found in Student Affairs.

**RUBRIC**

**Exams**

Multiple Choice Questions (Correct = full credit
Incorrect = no credit

Problems – Graded on Understanding/Application
(Full points for completely correct solution, partial credit based on degree of completion)

**Group Project:**

**TOPIC: Ethics in Managerial Finance: Why are companies making unethical business decisions that often result in bankruptcies, severe financial penalties and even jail terms for key officers? What are some examples of these unethical decisions? Discuss the business environment that made have contributed to these mistakes in ethical judgment. Also discuss how you think this could have been prevented. Are there any controls, internal or external that can be implemented to prevent this type of activity from taking place in the future?**

Each group of students (group size to be determined by instructor) will be required to write a paper on above topic. The paper will be typewritten in APA style and double-spaced with proper citations and bibliography. It will reflect your critical thinking, originality, and use of proper grammar and punctuations. Your grade will be based on the assessment rubric below.

Each group must also complete, sign and submit to the professor the attached Team Charter no later than a month from the start of the semester. The team charter is worth 5 points and will include information on all group members, how to handle possible team conflicts, and the part each team member will play.
### Assignment Scoring Rubric

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<th>Assignment Title:</th>
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<td>Week:</td>
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<td>Points:</td>
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<tr>
<th>Grading Categories</th>
<th>% of Total</th>
<th>% Earned</th>
<th>Comments</th>
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<tr>
<td><strong>Length</strong></td>
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<td>(Paper is appropriate word length. Team charter is properly completed and submitted on time.)</td>
<td>5%</td>
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<td><strong>Spelling/Grammar</strong></td>
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<td>(Spelling is correct; rules of grammar, usage, and punctuation are followed; and sentences are complete, clear, concise, and varied.)</td>
<td>7%</td>
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<td><strong>APA Formatting</strong></td>
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<td>(The paper, including the title page, reference page, tables, and/or appendices, citations, paper layout follows APA guidelines.)</td>
<td>7%</td>
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<td><strong>Organization</strong></td>
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<td>(The paper has a structure that is clear, logical, and easy to follow; the tone is appropriate to the content and assignment.)</td>
<td>4%</td>
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<td><strong>Research</strong></td>
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<td>(Ideas in the paper are properly supported with a minimum of 3 peer-reviewed references. Paper includes a reference page and parenthetical citations throughout the paper.)</td>
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<td><strong>Content</strong></td>
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<td>(Topic of paper was discussed thoroughly and logically. Paper blended existing research with the students interpretation of the topic to reveal an understanding of the material.)</td>
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Assignment specifications will be entered here.

| Total | 100% | 0% | 0.00 |

**Class Attendance:** The attendance policy printed in the Shaw University Undergraduate Catalogue will be enforced. When a student is unable to attend class, it is the student’s responsibility to call the professor in advance, whenever possible. It is the student’s responsibility to obtain the notes, handouts, or other material for the missed class. Students remain responsible for all assignments due during the missed class. An absence does not excuse the student from any work or due dates.

Attendance will be taken at the beginning of each class and students not present at the time will be marked absent. **Students who come in 10 minutes late will not be admitted in the class to avoid distracting both the Professor and the students.** Once in attendance, students should not leave class without the instructor’s permission.
Class attendance is mandatory for all Shaw University students. Students are responsible for attending class on time and adhering to the University’s Class Attendance Policy. The Attendance Policy is printed in the Shaw University Undergraduate Catalogue and shall be enforced.

**Class Participation:** Students are expected to actively participate in a positive manner in the learning process. Participation includes: demonstrating critical thinking, active learning, development and use of listening and speaking skills needed for career success, and the ability to join a discipline’s conversation. Such participation will include asking questions, active listening, seeking out and valuing the opinion of others, and showing respect for peers and the instructor. Participation also includes evidence that the student has read the assigned material prior to class and by contributing to class discussions, and asking questions about the readings and lectures.
LEARNING TEAM CHARTER
BUS 370 – MANAGERIAL FINANCE

Course Title: ____________________________

Professor: ________________________________

Course Dates: ____________________________

All team members participated in the creation of this charter and agree with its contents ☐ (Please check)

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Team Member Skill Inventory
(Areas individual members can contribute/want to develop)
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Learning Team Goals
(May include project assignment goals, group process goals, quality level goals, etc.)
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What are potential barriers to the achievement of these goals?
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**Ground Rules**
Meeting schedule, locations, attendance expectations, agenda, assignment completion, communication methods, etc.
Suggested ground rules:


________________________________________________________________________
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**Conflict Management**
What are potential conflicts that might arise among or between team members during this course? How will team members deal with these and other conflicts?


________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**Faculty Member Feedback to Students**


________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
LEARNING TEAM CHARTER
BUS 370 – MANAGERIAL FINANCE

Course Title: ........................................................................................................

Professor: ........................................................................................................

All team members participated in the creation of this charter and agree with its contents □ (Please check)

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