Business Finance
FINC 303-08 CRN 11401
MWF 8:00 - 8:50 TCFE 315
FALL 2018

Marcia S. Snyder
College of Charleston
School of Business
5 Liberty Street,
Tate Center
Room 313
Phone: 843-953-4818
Email: snyderm@cofc.edu
Office Hours:
MWF 10:00 – noon
And
By Appointment

“Education is not the learning of facts, but the training of the mind to think.”
Albert Einstein

About This Course

Pre-requisite:
Junior standing
ACCT 203 – Financial Accounting
ACCT 204- Managerial Accounting
ECON 200 – Principles of Microeconomics
ECON 201 – Principles of Macroeconomics
Math 104 or 250- Statistics
DSCI 232 – Business Statistics is suggested

FINC 303 is a prerequisite for most upper level finance courses and some upper level real estate courses.

Course Objective:
Develop a framework for financial analysis that will enable you to make sound career and personal financial decisions, and prepare you for future studies in business.

Theoretical/Analytical Knowledge will be developed in the areas of:
- Working capital management
- Value of the firm’s assets
- Financial leverage and the cost of capital
- Capital budgeting
- Dividend policy

Practical Competencies will be developed in:
- Financial statement analysis techniques
- Time value of money calculations
- Capital budgeting analysis techniques
- Financial planning and forecasting techniques
- Stock and bond valuation techniques
- Cost of capital calculations

I will share with you my knowledge and love of economics and finance, my passion for learning, along with guidance for your success.

You will share with me your active participation in class, your personal preparation of all assignments, and an indication of your knowledge gained through your efforts when asked.

Course Description:
This course presents the fundamental concepts of corporate finance. Special attention will be given to the financial administrator's role in the area of working capital, capital budgeting, and financial decisions, including international investment and financial considerations.

School of Business Learning Objectives:
Demonstration of these competencies will be made through completion of homework and term exams.

- Quantitative Fluency: This course requires extensive application of mathematical theory and practice. Students will be required to use standard algebraic calculations to solve realistic financial questions. Students will recognize that a level of quantitative proficiency is necessary to successfully run the financial operations of a firm.

- Global and Civic Responsibility: Students will be asked to solve problems related to ethical dilemmas, encapsulated in financial problems. They will be asked to view issues through diverse lenses and gain an appreciation for complexities involved in addressing financial situations in a global world.

- Synthesis: This course requires knowledge from the associated disciplines of accounting, economics, and statistics. As such, students are expected to apply a level of proficiency in those subject areas in their understanding of financial principles and applications.
Required Course Materials - Text/homework


The least expensive option can be purchased directly from McGraw-Hill website is: Options include Loose-leaf hardback and e-text.

Also required is a financial calculator – **Texas Instruments BAII PLUS** is recommended.

Web address for Connect: [http://connect.mheducation.com](http://connect.mheducation.com) class/m-snyder-fall-2018-finc-303---08-mwf-8-am

CofC Bookstore: Connect Plus eBook access, no print product: ISBN Ross et al, **CONNECT PLUS FINANCE W/LEARNSMART is ACCESS CARD FOR Essentials of Corporate Finance 9th 2015.**

Please bring your calculator to class EVERY DAY.

Required Course Materials – REEF Polling Account

"Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource."

John F. Kennedy, special message to Congress on Education, 20 February 1961

I will be using a cloud-based student response software by iClicker REEF in class this semester. This will help me understand what you know, give everyone a chance to participate in class, and allow you to review the material after class. Attendance will be taken using this software.

Please go to [www.iclicker.com](http://www.iclicker.com) to open a Reef Student account so I can transfer grades from your student account to my gradebook. Please note: you MUST enter your student ID as part of your Reef Student registration. While the website says this is optional, you must enter it for your grades to be counted. After opening your account you will need to search for our class and add the course to your course list within the site.

Please go to [www.iclicker.com](http://www.iclicker.com) to open a Reef Student account so I can transfer grades from your student account to my gradebook. Please note: you MUST enter your student ID as part of your Reef Student registration. While the website says this is optional, you must enter it for your grades to be counted. After opening your account you will need to search for our class and add the course to your course list within the site.

Course Information:
**Business Finance MWF 8:00 - 8:50 Fall 2018**
Course ID: FINC 303-08
CRN# 11401 Fall 2018

To participate in the polling sessions, you will need to purchase a Reef subscription. For questions regarding Reef subscriptions, please see the FAQ's at the end of the syllabus or visit the iClicker support website.

Troubleshooting
You can find the answers to many of your questions on the i>clicker student support site ([http://support.iclicker.com](http://support.iclicker.com)). Additional set-up directions may be found at the end of the syllabus.

We will begin using iClicker/ REEF polling on Wednesday, August 29th.

**Additional Course Materials and Information**
PowerPoint lecture slides, and additional articles, videos, and podcasts are located on OAKS.

You are expected to attend class each class period. Please arrive on time. Arriving late or leaving early from class is distracting to your professor and other students.

Attendance will be taken via the REEF software. You must be present in the room to log into the site. Attendance opens from 7:50 – 8:30 each day.

**EMAIL Policy:** I always answer emails. If you do not receive an answer within 24 hours during weekdays I did not receive your email. I rarely check email after 8 pm during the week and only check email sporadically during weekends. Please plan accordingly.
Academic Integrity

Students at the College of Charleston are expected to adhere to the Honor System as outlined in the Student Handbook:

http://studentaffairs.cofc.edu/honor-system/studenthandbook/docume

nts-pdfs/handbook.pdf

In the business school you learn about the legal environment of business and about ethical situations that are found in the workplace. You should consider the Honor Code not only as mandates for academic honesty, but as a first lesson in appropriate conduct in the workplace.

The following point scale will be used for the course:

Percent of total points

A = 93-100
A- = 90-92
B+ = 87-89
B = 83-86
B- = 80-82
C+ = 77-79
C = 73-76
C- = 70-72
D+ = 67-69
D = 63-66
D- = 60-62
F < 60

Class Participation
(REEF polling) 15%
LearnSmart Homework 15%
Connect Homework 10%
Term Tests** 40%
Final 20%

**Highest test score = 17%
2nd highest test score = 13%
Lowest test score = 10%

Absences in excess of 6 classes may result in a grade of WA - withdrawal for excessive absences - which correlates to a grade of “F” in GPA calculations. Official College of Charleston sanctioned activities receive my full support and will be addressed on a case by case basis with regards to this policy.

You are responsible for the material whether you are in class or not. Much of the material presented in class will not be in your book. Attendance will be taken using the REEF polling in class exercises and sign-in sheets. If you miss a class it is your responsibility to get notes from a classmate.

REEF polling exercises will be used every day in class, and you are responsible for being ready to participate when the exercises begin. If you are absent or do not log in on time you lose the points for that questions/day.

The Honor Code is in effect at all times.

The due date will typically be each Sunday at 11:59 pm. Please make sure to designate enough time to complete the assignment before the deadline to avoid being locked out of the assignment.

The Honor System of the College of Charleston is intended to promote and protect an atmosphere of trust and fairness in the classroom and in the conduct of daily life.

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Students should be aware that unauthorized collaboration - working together without permission - is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Any violation of the Codes will result in consequences as set forth in the College’s code of conduct.

Please read carefully and follow the “Classroom Code of Conduct,” in the College of Charleston Student Handbook.

TEST FORMAT: All term exams and the final will be comprised of some multiple choice questions and essay/short answer calculations. You must show your work on all calculation questions to receive credit for your answer.

Students are expected to arrive on time for exams.

NO cell phones, MP3’s, I-Pods, etc. are allowed during testing.

The Honor Code is in question to success. It is the result of preparation, hard work and learning from failure.”

Colin Powell

“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible.”

Dwight D. Eisenhower, 34th President of the United States, 1890-1969
Accessibility and Disability Statement

Students in the class, who have a documented disability and have been approved to receive accommodations through the Center for Disability Services / SNAP, please come and discuss this with me during my office hours.

You may make arrangements to take the test with me or at the SNAP testing center. I must have all relevant paperwork for testing at the SNAP test center at least 1 week in advance of the test.

Sometimes life events intrude on our day to day lives. Your success is important to me. My door is always open and I am a good listener. When life events intrude, keeping you from meeting course requirements please come see me to discuss a solution.

EMAIL Policy: I always answer emails. If you do not receive an answer within 24 hours during weekdays I did not receive your email. I rarely check email after 8 pm during the week and only check email sporadically during weekends. Please plan accordingly.

Center for Student Learning

I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. Drop by the front desk at the CSL (first floor Addlestone Library), call 843.953.5635, or use the Request a Tutor link from the website http://csl.cofc.edu/labs/individual_tutoring/index.php. For more information regarding these services please visit the CSL website at http://csl.cofc.edu.

If you are having particular difficulty with any of the material in this course:

-DO come and see me immediately, either during office hours or by making an appointment. Please read the appropriate sections of the textbook and review your notes BEFORE the appointment.

-Please DO NOT let it build up. The material is cumulative and you will likely find yourself falling further behind.

Late Assignments and Make-up Exams

Deadlines are a fact of life in the business world as well as in academia. Late homework assignments will not be accepted.

This syllabus indicates the tentative dates for exams and exams will be announced in class. You may make arrangements to take an exam early if you give sufficient notice.

The only exception is for College of Charleston sanctioned activities, and the student must bring me a request from the appropriate College official.

Please see me if you have any questions regarding this policy.

“To feel much for others and little for ourselves; to restrain our selfishness and exercise our benevolent affections, constitute the perfection of human nature.”

Adam Smith, the Father of Economics 1723-1790
Student Engagement - Extra Credit Policy

Students who are actively engaged in their educational experiences, in both academic and professional settings, are better prepared for their professional, societal and personal lives after graduation. In an effort to encourage you to attend speaker events on campus and in the School of Business, you may earn up to ten (20) extra credit points to be added to your lowest term test points by attending the event and submitting an email to me using the following guidelines:

- Each extra credit opportunity is worth 1 point.
- To receive credit, please send a business memo via email to snydern@cofc.edu with extra credit: speaker's name or lecture topic in the subject line.
- In the body of the email (NO ATTACHMENTS) write one to two paragraphs answering each of the following questions:
  1) What did you learn? (If you think you did not learn anything – explain why.)
  2) Was this a good use of your time? Explain.
- Paragraphs should be grammatically correct with no spelling errors. Please make sure you have the speaker’s name and if pertinent, biographic information correct. Details of the speaker’s topic which are relevant to what you learned should be included in the paragraph.
- Business memos should be to the point. Please avoid long, rambling and run on sentences. As your audience, I should be able to understand the message you learned from the presentation as well as if I attended the event.
- Emails should be sent within one week of attending the event but will be accepted until the last day of regular class. I will always send a confirmation that I received your email. If you do not receive a confirmation – I did not receive your email. Please check the email address and resend.
- If you enjoyed the speaker, please let him/her know. This can be accomplished by introducing yourself after the event or by sending a thank you note (I will find addresses if needed). These events are opportunities to network and build a foundation of contacts that may be able to help you in a job search or future career opportunity.

Enjoy!

“Education is the most powerful weapon which you can use to change the world”

Nelson Mandela, 1918-2013

Connect Event & Dean’s Student Forum

You may find events on the School of Business Student Calendar – CONNECT EVENT located on the School's website at http://sb.cofc.edu/studentservices/specialty-student-services/connect-event.php

Check out the Dean’s Student Forum

http://sb.cofc.edu/studentservices/club-roster/dsf/index.php

or

The Dean’s Student Forum Facebook Page for the latest SB Updates!
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<th>CHAPTER (S)</th>
<th>TOPICS COVERED</th>
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<td>OCT 12</td>
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<td>Net Present Value and Other Investment Criteria</td>
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<td>Making Capital Investment Decisions</td>
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<td>Making Capital Investment Decisions</td>
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<td>OCT 26</td>
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<td>OCT 29</td>
<td>CH 10</td>
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<td>OCT 31</td>
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<td>Some Lessons From Capital Market History</td>
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<td>CH 10</td>
<td>Some Lessons From Capital Market History</td>
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<td>NOV 7</td>
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<td>NOV 9</td>
<td>CH 11</td>
<td>Return, Risk and CAPM</td>
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<tr>
<td>NOV 12</td>
<td>CH 11</td>
<td>Return, Risk and CAPM</td>
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<tr>
<td>NOV 14</td>
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<td>Return, Risk and CAPM</td>
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<tr>
<td>NOV 16</td>
<td>CH 12</td>
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<tr>
<td>NOV 19</td>
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<td>The Cost of Capital</td>
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<td>NOV 21-25</td>
<td>Thanksgiving Break</td>
<td>No Class</td>
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<tr>
<td>NOV 26</td>
<td>CH 12</td>
<td>The Cost of Capital</td>
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<td>NOV 28</td>
<td>CH 13</td>
<td>Leverage and Capital Structure</td>
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<td>DEC 30</td>
<td>Test 3</td>
<td>CH 9, 10, 11, 12</td>
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**Wednesday, December 5th**

**Comprehensive Final**

12:00 - 3:00 pm

CH 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13

**DISCLAIMER:** Although the Professor intends to follow this syllabus as closely as possible, there may be times when deviations from the material presented herein are necessary. Such examples might include (but are not limited to) natural disasters or major changes in the foundations of financial theory (or the Professor’s whims).
ADDITIONAL IMPORTANT INFORMATION ABOUT THIS COURSE

Additional Calculator Instructions
You are required to use a financial calculator in this course. I will use and teach you how to use the BAII Plus Calculator. I highly recommend the BAII Plus but you may use any you own.

If you are using a BAII Plus, turn on your calculator and do the following:
A. Set the display to show 9 places to the right of the decimal point. This is the floating decimal setting.
   1) Hit the gray key; hit the “decimal point” key (it says “format” above the key)
   2) Hit the number “9” and push the key
B. Now set the machine to follow standard “Algebraic Operating System” rules so that it does multiplication and division before it does addition and subtraction.
   3) after completion of step 2, hit the down arrow key (it says INS above this key) until the display shows “Chn” or “AOS”.
   4) If it says “Chn”, then hit the gray key and push the key. The display now should show “AOS”.
   5) If it says “AOS”, then hit the gray key; hit the key right above it called CPT (it says “QUIT” above the key)

The above settings remain even if you turn off the calculator. If your battery dies or is replaced, however, you’ll need to re-do the steps. There are online tutorials for using the calculator at http://www.atomiclearning.com/ti_ba2.

OAKS
I have downloaded all of the PowerPoint slides onto OAKS. I also have downloaded learning videos from Investopedia.com which will help with your understanding of the material.

CONNECT and LEARN SMART HOMEWORK
Learn Smart Exercises are due the evening before the scheduled lecture. The exercise must be completed by the due date and time to receive credit. You may continue to use the Learn Smart exercises for each chapter to prepare for the test. The exercises adapt as you use them and provide stronger reviews on material you may be struggling with.

Connect homework is typically due every Sunday evening by 11:59 pm with the exception of assignments which accommodate tests. Except for Chapter 1:
- You have unlimited attempts and on each new attempt you can revise your previous attempt.
- There is a 3% deduction from new attempt scores.
- There are 3 “check my work” attempts allowed per question with no score deduction.
- You will have access to hints when possible and e-book resources

I have set up practice tests for each chapter which will open after the due date of the respective chapter. There is no grade associated with these exercises which are a tool to study for the tests. You can generate multiple versions of the questions by submitting the practice test after each question. Complete feedback will be available after submitting the question.
Getting Started with iClicker Reef

What do I need if I want to participate in class with...

<table>
<thead>
<tr>
<th></th>
<th>Laptop or smart device</th>
<th>iClicker remote</th>
<th>Reef app</th>
<th>Reef account</th>
<th>Reef subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>My own smart device</td>
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<tr>
<td>An iClicker remote</td>
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<td>An iClicker remote and my own smart device</td>
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NOTE: Be sure to know what devices your instructor allows before making any purchases.

How do I get started?

1. Go to app.reef-education.com OR download the mobile app from the App Store or Google Play.
2. If you're new, create a free Reef account. If you've used Reef before, sign in, and skip ahead to step #5.
3. If you plan to use an iClicker remote in any of your classes, register the iClicker remote ID in the Profile section of the Reef app menu.
4. Using the Add a Course button, find your university and instructor to add your course to the Courses list.
5. You're ready to join when class is in session! In class, you can join from the web, Reef mobile app, or with an iClicker remote.

Need more help? Visit iclicker.com/studentsupport or contact us at support@iclicker.com.
How do student response systems by iClicker work?
Instructors can use software by iClicker to take attendance and run polls and quizzing sessions in class. You can participate in class using the Reef Student application on your smartphone, tablet, or laptop. Make sure you follow your instructor’s directions for getting set up for his or her class.

Can I open more than one Reef Student account in order to use the 2-week trial multiple times?
No, there is no way to combine scores from different Reef Student accounts. In order to participate using your computer or smart device and earn points for an entire semester, you will need to purchase a Reef subscription.

It says my subscription ended, what do I do now?
There is no cost to open or maintain a Reef Student account. You do, however, need to pay for a Reef subscription if you plan to use your laptop or smart device to participate in class polling and quizzing sessions. You can purchase a Reef subscription by visiting iclicker.com and logging into your Reef Student account, then follow the prompts, or you can purchase a subscription through the App Store or Google Play. The campus bookstore may also sell Reef subscription codes. You can enter those codes by logging into your Reef Student account, clicking the Menu icon, and choosing Enter Access Code.

How do I make a subscription payment?
You can extend your Reef subscription at any time, there is no need to wait until your subscription expires. For web credit card or iOS/Android in-app purchases, navigate to the Subscriptions section in the main navigation panel. Click or tap on the remaining subscription time for the account and you will be presented with a list of purchase options ranging from 6-months to 4-years. If you have an access code, this code must be entered from the web application. Log into your account at app.reef-education.com then select the Enter Access Code option from the main navigation panel. This option is not supported in either the iOS or Android app.

I can’t find my institution or my course.
Make sure you are spelling your institution correctly. Check with your instructor to be sure you are entering your information correctly.
Please sign and date the following agreement and return by Wednesday, August 29th.

I have read, understand, and agree to the terms outlined in the syllabus for FINC 303-08 CRN 11404 (FALL 2018). I accept all terms as written and understand that e-mail communication will be conducted via the College of Charleston accounts. I have also read and agree to abide by the College of Charleston Classroom Code of Conduct and College of Charleston Honor Code and understand there will be severe consequences for any violation of the Honor Code.

Name (please print) ______________________________________

Preferred_________________________

Signature ______________________________________________

Date_____________________________

Contact Phone number:_________________________________

Circle one:             Junior      Senior

Major______________________ Minor________________________

Where are you from?______________________________________________

Do you work?   ______________
If so, approximately how many hours per week?_______________________

1.) What are your career aspirations?

______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

2.) Have you had your resume reviewed by the School of Business Student Success Center?

ALTERED 8/28/18  ____________________

ALTERED 8/28/18  __________ Yes   __________ No     __________ Had it reviewed by the College Career Center

3.) Have you completed any business internships? _____Yes _____How many? ____No