Marcia S. Snyder (she, her)
College of Charleston
School of Business
5 Liberty St.
Tate Center room 313

Email: snyderm@cofc.edu

MWF 9:00 – 9:50 am
Tate 315

Office hours:
10:00 – 11:00 MWF
9:00 – 11:00 TR
and by appointment

I am in the office Monday through Friday and have an open-door policy.

Because of the increase in Covid-19 Delta variant cases, wearing a mask in class is strongly recommended to safeguard everyone in the classroom.

Course Pre-requisites:
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 suggested

Course description:
FINC 303-Business Finance 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 financing decisions, including international investment and financial considerations.

FINC 303 is a pre-requisite for most upper level finance courses and the School of Business capstone courses.

Email Policy:
Please use your College-issued email for all correspondence. I always answer emails. If you do not receive an answer to your email within 24 hours during weekdays, the email was not received. I rarely check email after 8:00 pm during the week and only check email sporadically during weekends. Please plan accordingly.
Course Objectives

Develop a framework for financial analysis that will enable you to make sound career and personal financial decisions. The course will introduce the triple bottom line systems thinking required to address the complex issues facing businesses in the 21st century.

**Theoretical/analytical knowledge will be developed in:**
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, stock and bond valuation techniques, and cost of capital calculations.

**Critical and normative competency will be used to:**
Understand and critique business practices to improve environmental, social and governance strategies, recognizing that businesses have a responsibility to all stakeholders, not just shareholders.

**Systems competency will be developed to:**
Understand the interconnectedness of the environment, society and business. Resources will be reviewed to facilitate a strategic understanding of how these systems can be integrated into a successful business.

**Transdisciplinary competency:**
Ability to draw, in critical and integrative ways, upon a multiple disciplinary framework to inform sustainability-oriented thinking and action.

"We must shift our thinking away from short-term gain toward long-term investment and sustainability, and always have the next generations in mind with every decision we make."

Deb Haaland
U.S. Secretary of the Interior

Student Learning Outcomes

Demonstration of achievement will be through tests and homework.

**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 the firm.

**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.

**QEP Synthesis and Integration:**
Students can synthesize knowledge from two or more systems to address a sustainability problem.

**Sustainability Resources at the College of Charleston**

**QEP Skill Building and Competency Learning:**
Students can demonstrate the impact of production/consumption practices on social, economic, and or ecological systems.
Accessibility and Disability Statement

“I believe in standardizing automobiles. I do not believe in standardizing human beings.”
Albert Einstein

I am committed to creating a course that is inclusive in its design. If you encounter barriers, please let me know immediately so we can determine if there is a design adjustment that can be made. I am happy to consider creative solutions as long as they do not compromise the intent of the assessment or learning activity.

If you are a student with a disability, or think you may have a disability, you are also welcomed to initiate this conversation with The Center for Disability Services (SNAP). SNAP works with students with disabilities and faculty members to identify reasonable accommodations. Please visit their website for contact and other information: http://disabilityservices.cofc.edu/. If you have already been approved for accommodations through SNAP, please reach out to me so we can develop an implementation plan together.

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 contact me to discuss a solution.

Mental and Physical Wellbeing

At the college, we take every student’s mental and physical wellbeing seriously. If you find yourself experiencing physical illnesses, please reach out to student health services (843.953.5520). And if you find yourself experiencing any mental health challenges (for example, anxiety, depression, stressful life events, sleep deprivation, and/or loneliness/homesickness) please consider contacting either the Counseling Center (professional counselors at http://counseling.cofc.edu or 843.953.5640 3rd Robert Scott Small Building) or the Students 4 Support (certified volunteers through texting “4support” to 839863, or meet with them in person 3rd Floor Stern Center). These services are there for you to help you cope with difficulties you may be experiencing and to maintain optimal physical and mental health.

Food and Housing Resources

Many CoC students report experiencing food and housing insecurity. If you are facing challenges in securing food (such as not being able to afford groceries or get sufficient food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support (http://studentaffairs.cofc.edu/about/salt.php). Also, you can go to http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need. Please also consider reaching out to Professor ABC if you are comfortable in doing so.

Inclusion

The College of Charleston offers many resources for LGBTQ+ students, faculty, and staff along with their allies. Preferred Name and Pronoun Information

On Campus Gender Inclusive facilities

Campus Resources

College of Charleston Reporting Portals

National Resources for Faculty & Staff

GSEC Reports

Documenting LGBTQ Life in the Lowcountry

Articles about CoC and LGBTQ+ Issues
Required Course Materials

Make sure to have a Poll Everywhere account.

The account is free through the College of Charleston. We will use Poll Everywhere for graded in-class exercises just about every day.

A financial calculator is required for the course. Texas Instruments BA II PLUS is recommended. Have your calculator available every day.

You may also use a statistical or scientific graphing calculator; however, you will need to read the manual to adapt the graphing calculator for financial calculations on your own.

Please get in the habit of checking OAKS every day.

OAKS LMS System:
All course materials including the McGraw Hill smart book and connect materials are in OAKS. I have also uploaded PowerPoint lecture slides, Investopedia 3-minute videos on financial concepts, and additional articles to the Content section. This section is organized by chapter. Assignments and test due dates are also in the OAKS calendar. I will also provide Class Notes in the announcement section after class each day. Grades for assignments and tests are regularly posted in the gradebook.

Essentials of Corporate Finance (Smart Book)
10th edition with Connect by Ross, Westerfield, and Jordan, McGraw-Hill/Irwin

Please see OAKS Content section for the registration access link.

You do not need a print copy of the text.

CXG/Tech Support for McGraw Hill Connect

Academic Integrity

Academic Integrity

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

"Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student’s actions are related more to misunderstanding and confusion will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent the student from repeating the error. The response is recorded on a form and signed both by the instructor and the student. It is forwarded to the Office of the Dean of Students and placed in the student’s file. Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is permanent."

"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

CofC Closure Policy

If in-person classes are suspended, faculty will announce to their students a detailed plan for a change in modality to ensure the continuity of learning. All students must have access to a computer equipped with a web camera, microphone, and Internet access. Resources are available to provide students with these essential tools.
The following percentage scale will be used for the course:

- 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

Assignment weights:

- Poll Everywhere  15%
- Smart Book Assignments  15%
- Connect Homework  10%
- Term Tests*  40%
  - Final  20%
  - 100%

*Term Tests Weights

- Highest Score 17%
- 2nd Highest Score 13%
- Lowest Score 10%
- 40%

Grades will be regularly posted in the OAKS gradebook.

"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
20 February 1961

If you are having difficulty with any of the material in this course, please reach out to me as soon as possible because the material is cumulative, and you will likely find yourself falling farther behind. I am always happy to take extra time to work with you.

"Education is not the learning of facts, but the training of the mind to think"

Albert Einstein

Attendance Verification:
Only students officially registered (graded or auditing) for this course may attend class. During the week following the drop/add deadline, the professor will verify student enrollments in this course. Any student appearing on the class roll but determined not to have attended the class even once will be removed.

Smart Book Assignments:
are part of the McGraw Hill e-text and accessible through OAKS. The assignments are due 11:59 pm the night before the scheduled lecture. All assignments are available beginning the first day of class and may be completed for credit any time before the due date.

Connect Homework:
is part of the McGraw Hill e-text and accessible through OAKS. These are math problems associated with the chapter lecture and are usually due on Wednesdays at 11:59 pm. Please be sure to designate enough time to complete the homework before the deadline to avoid being locked out.

You may work together on these problems. If you are struggling with the problems, please reach out to me for help. The PowerPoint lecture slides have examples of most problems.

For SNAP students, please get the test envelope to me at least 3 workdays prior to the test.

Poll Everywhere: will be used most days for in-class exercises. Please be ready to participate before the exercises begin. If you are absent or do not log in on time you will lose the points for the questions(s)/day.

PE Scoring:
Three points are awarded for attempting the question, an additional point is awarded to answering the question correctly, and five bonus points are awarded for attempting all the questions for the day. Please always submit an answer to earn the points.

Absences: Class attendance is required and is tracked through the Poll Everywhere in-class exercises. You are responsible for the material presented in class. If there are occasional extenuating circumstances that preclude from attending, please reach out to me to discuss so that you are not penalized for your absence.

Expect to devote a minimum of six hours per week on assignments outside of class.
**OAKS LMS** including gradebook, will be used for this course throughout the semester to provide the syllabus, class materials and grades for each assignment, which will be regularly recorded. Please make sure to log into your OAKS account daily to check for announcements and course updates.

### TENTATIVE SCHEDULE OF ASSIGNMENTS AND EXAMS

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<thead>
<tr>
<th>Date</th>
<th>Chapter (s)</th>
<th>Topics Covered</th>
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<td>Aug</td>
<td>Introduction and CH 1</td>
<td>Introduction to Financial Management</td>
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<tr>
<td></td>
<td>CH 1</td>
<td>Introduction to Financial Management</td>
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<tr>
<td>30</td>
<td>CH 2</td>
<td>Financial Statements and Cash Flow</td>
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<tr>
<td>Sep</td>
<td>CH 2</td>
<td>Financial Statements and Cash Flow</td>
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<td>CH 3</td>
<td>Working with Financial Statements</td>
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<td>CH 3</td>
<td>Working with Financial Statements</td>
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<tr>
<td>10</td>
<td>CH 3</td>
<td>Working with Financial Statements</td>
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<td>13</td>
<td>CH 4</td>
<td>Introduction to Valuation: The Time Value of Money</td>
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<td>15</td>
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<td>Introduction to Valuation: The Time Value of Money</td>
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<td>CH 4</td>
<td>Introduction to Valuation: The Time Value of Money</td>
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<td>Discounted Cash Flow Valuation</td>
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<td>CH 5</td>
<td>Discounted Cash Flow Valuation</td>
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<td>24</td>
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<td>CH 1, 2, 3, 4</td>
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<td>CH 5</td>
<td>Discounted Cash Flow Valuation</td>
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<td>Oct</td>
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<td>Interest Rates and Bond Valuation</td>
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<tr>
<td>4</td>
<td>CH 6</td>
<td>Interest Rates and Bond Valuation</td>
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<td>CH 7</td>
<td>Equity Markets and Stock Valuation</td>
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<td>Equity Markets and Stock Valuation</td>
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<td>CH 8</td>
<td>Net Present Value and Other Investment Criteria</td>
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<td>15</td>
<td>CH 8</td>
<td>Net Present Value and Other Investment Criteria</td>
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<td>20</td>
<td>CH 8</td>
<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>Nov</td>
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<td>Making Capital Investment Decisions</td>
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<td>3</td>
<td>CH 9</td>
<td>Making Capital Investment Decisions</td>
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<td>5</td>
<td>CH 10</td>
<td>Some Lessons from Capital Market History</td>
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<td>8</td>
<td>CH 10</td>
<td>Some Lessons from Capital Market History</td>
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<td>10</td>
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<td>Some Lessons from Capital Market History</td>
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<td>Risk, Return, and CAPM</td>
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<td>15</td>
<td>CH 11</td>
<td>Risk, Return, and CAPM</td>
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<tr>
<td>17</td>
<td>CH 11</td>
<td>Risk, Return, and CAPM</td>
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<tr>
<td>19</td>
<td>CH 11</td>
<td>Risk, Return, and CAPM</td>
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<td>CH 12</td>
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<td>24-26</td>
<td><strong>Thanksgiving Break No Class</strong></td>
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<tr>
<td>29</td>
<td>CH 12</td>
<td>The Cost of Capital</td>
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<tr>
<td>1</td>
<td>CH 12</td>
<td>The Cost of Capital</td>
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<tr>
<td>3</td>
<td><strong>Test #3</strong></td>
<td>CH 9, 10, 11, 12</td>
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<tr>
<td>6</td>
<td><strong>Review Test 3 and for Final</strong></td>
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<tr>
<td><strong>Wednesday, December 8th @ 10:30 am – 12:30 pm</strong></td>
<td><strong>COMPREHENSIVE FINAL EXAM for 9:00 – 9:50 class</strong></td>
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</tbody>
</table>

CH 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
There are no secrets to success. It is the result of preparation, hard work and learning from failure.

Colin Powell
Former U.S. Secretary of State

Keys to Success

**Attend Class Ready to Learn**
The class is only 50 minutes long. We will begin on time and end on time.

Multitasking on Instagram, Facebook, text messaging, etc. during class disrupts your learning process.

**Complete the Learn Smart Homework**
The *Smart Book* assignments will help you understand the material. They are graded based on completion by the due date.

The assignments can be done multiple times and help you identify your strengths and weaknesses on the material. The assignments typically take about 30 minutes (not including the chapter reading).

**Complete the Connect Homework**
These problem sets are more difficult and will take more time than the *Smart Book* assignments.

You may struggle with some of the problems. However, if you are having difficulty, send me an email with a photo of your work or request a Zoom meeting for help before you reach the point of total frustration.

**Procrastination Is Not Your Friend**
Please do not fall behind. It is extremely difficult to catch up and your learning will suffer.

Try to study a little every day. Ten to fifteen minutes on the days you have not set aside for homework.

Multitasking during study sessions (watching tv, videos, Facebook, etc.) distracts from your learning process. Keep study sessions dedicated, short, and often.

**Mix Up Your Learning**
Keep your study sessions short and do them often to avoid having to cram the night before the test.

During the time you set aside for studying, vary the subjects you study. If you have a two-hour window to study, study several subjects for short periods with short breaks in between during the allotted time.

**Learn the Math by DOING, Not Memorizing**
Practice and repetition are important. I will have practice problem sets available in Connect for each test. Practice these in the weeks before the test.

Allow yourself to wrestle with the problems but not to the point of becoming frustrated. Ask for help. Your success is important to me.

Don’t be afraid to make mistakes. You make progress when you make mistakes.

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 use the SB Quest App and attend speaker events on campus and in the School of Business, you may earn up to twenty (20) extra credit points to be added to your lowest term test points by attending the event and submitting an email to me at snyderm@cofc.edu using the following guidelines:

**Subject line:** Extra Credit Body of Email: write a professional and grammatically correct memo answering the following two questions.

- What did you learn? If you did not learn anything, (which is ok) explain.
- Was the event worth your time to attend? If it was not, (which is ok) explain.

Each extra credit opportunity is worth 1 point. Deadline for all extra credit memos is the last day of class in the semester.

I will receive an update at the end of the semester on any Quest opportunities you complete.

**QUEST** Information can be found on the last two pages of the syllabus.

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

Nelson Mandela, 1918-2013
Former President of South Africa
**Why Study Finance?**

All business managers need some working knowledge of finance. Every departmental manager must manage their operating budgets.

Marketing teams must be able to analyze costs and benefits of marketing projects so the tools you will learn in this course are vital to marketing research, marketing plans, distribution channels, and product pricing.

Operations and business managers make strategic business decisions which require a clear understanding of the financial implications of their decisions on the company.

The additional perk is that you will use these tools in your personal decision making as you negotiate a hiring contract, purchase a car or home, open your own business, plan for your children’s college education or your own retirement.

“Finance is not merely about making money. It’s about achieving our deep goals and protecting the fruits of our labor. It’s about stewardship and therefore, about achieving the good society.”

Robert J. Shiller
2013 Nobel Laureate in Economics

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**TI BAII-Plus Calculator Formatting Instructions**

Turn the calculator on and complete the following steps:

1) Press the gray key “2 ND”; press the decimal point “.” Key. (It says “format” above the key.)

2) Press the number “9” key and then press the “Enter” key at the top of the calculator keys.

Set the calculator to follow standard “Algebraic Operation System” rules so that multiplication and division are completed before addition and subtraction.

3) Scroll down using the arrow keys at the top of the calculator keys until you see “CHN” or “AOS”.

4) If you see “CHN”, press grey “2 ND” key then press the “Enter” key. The display should now say “AOS”.

5) If you see “AOS”, press the grey “2 ND” key then press the “CPT” key above it.

6) Next press the grey “2 ND” key and the “I/Y” key. Press the number “1” key then press the “Enter” key.

7) Then press the grey “2 ND” key and then the “CPT” key.

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“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

Malcolm X, 1925 - 1965
Muslim minister and civil rights activist
What would you think about having a group of people focused on your success in school, work, and life?

School of Business students have the added benefit of the Student Success Center. Focused on each student’s success from orientation through graduation, the Success Center provides you with services that include academic advising, internship guidance, student involvement, career development, life skills, professional development, and much more.

The Center provides one-on-one meetings with students and boasts services including the Suit Valet, onsite and online workshops and networking events, CareerLaunch services, exam breakrooms, and school spirit events. Student are encouraged to start visiting the Center to create their personalized “My Success Plan” journey.

Don’t have your Success Plan done yet? Stop by the Center and see us, which is what we are here for. Let’s make a plan for your future (you know your family will be asking).

Please make an appointment visiting Appointment Manager through MyCharleston and choosing a time that fits your schedule.

Every Business student should plan to do at least 2-3 internships during their college career so come to the Student Success Center to plan your internship experiences.

Have questions about your graduation plan or haven’t done one yet, reach out to our Academic Advisors.

Your resume and cover letters need help, don’t worry, every resume and cover letter do, and that’s what we are here for.

Worried about public speaking, knowing how to network, or botching an interview. No worries, we’ve got your back. Reach out to us.

Questions:
StudentSuccessCenter@cofc.edu

Native American Proverb

“We will be known forever by the tracks we leave.”

Student Success Center Links

Academic Advising
Career and Professional Development
Clubs and Organizations
Internships
Scholarships and Awards
Study Abroad
QUEST APP

Have Questions? Need Help? Please reach out to me.
snyderm@cofc.edu
Your Success is Important!
I typically am available in my office throughout the day every weekday.
Events Activities Challenges

- Download Suitable (Android or iOS)
- Add your @g.cofc.edu email
- Continue/sign-in through the CofC portal
- Camera access to scan QR

Attend Events
Learn Skills
Gain Points
Earn Badges
Leaderboard

Scan this QR code from the app to begin your QUEST and complete your first challenge.

Sample Events and Tasks

- Join a LinkedIn Group
- Receive a Letter of Recommendation
- Attend the Make Your Mark networking event
- Join a professional organization
- Attend an event sponsored by an SB club
- Complete the Big Interview Negotiating Salary Module
- Read and reflect on the article, "15 Tips for Communicating with Impact"
- Send a follow-up thank you letter to an employer after a networking event
- Create your elevator pitch
- Attend a career fair
- Present at a conference
- Develop a personal budget
- Become a student tutor
- Watch a TED ED video on problem solving and reflect
- Attend the Think Differently Forum
- Read and reflect on the article, "How to be a Better Thinker, Innovator, and Problem-Solver"
- Self-report participation in a sustainability-related activity
- Take the DISC personality test
- Attend the German-American Business Summit
- Meet with the SB Global Studies Education Coordinator
- Participate in a Study Abroad program
Sample Events and Tasks

- Start a new student organization
- Earn honors in your major
- Report an internship or job offer
- Take a leadership role in a club or organization
- Serve as a School of Business Ambassador
- Serve as a Resident Assistant

- Attend the Virtual Study Abroad Fair Week
- Create a list of your Top 5 Employers of Choice
- Explore mynextmove.org and reflect on career options
- Write a personal statement explaining your major/career choice
- Complete the SB MySuccessPlan program

- Earn a professional certification (Ex. MS Office Specialist - Excel)
- Build your LinkedIn and Handshake profiles
- Get a professional headshot from SB and add to LinkedIn
- Attend SSC Senior Stop-In sessions
- Attend an employer site visit or networking event

- Download QUEST and activate your account
- Complete the SB Internship Survey on Qualtrics
- Complete LinkedIn Learning modules
- Complete 5 video interview questions on Big Interview
- Take the CareerLeader assessment