FINC 303-02 CRN 21089 SPRING 2021

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

Email: snyderm@cofc.edu

Synchronous online class meetings will be held
MWF 9:00 – 9:50 am via Zoom. Access information will be in
your OAKS calendar.

Class sessions will be recorded via both
voice and video Zoom recording. By
attending and remaining in this class, the
student consents to being recorded.
Recorded class sessions are for
instructional use only and may not be
shared with anyone who is not enrolled in
the class.

Office hours: via Zoom by
appointment

My Strengths: Learner, Input,
Intellecction, Achiever,
Connectedness

Course Objectives and
Assessment

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:
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.

Student Learning Goals:
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.

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:
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.

“It is better to look forward
and prepare than look back
and regret.”

Jackie Joyner-Kersee
Olympic gold medalist
**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/](http://disabilityservices.cofc.edu/).

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 students’ 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](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.

**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

**Food and Housing Resources**

Many CofC 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](http://studentaffairs.cofc.edu/about/salt.php)). Also, you can go to [http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php](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.
## Required Course Materials

| Essentials of Corporate Finance (Smart Book) 10th edition with Connect by Ross, Westerfield, and Jordan, McGraw-Hill/Irwin |
| Make sure to have a Poll Everywhere account for in-class exercises. Please see OAKS Announcements for access link. |
| This course also requires lockdown browser. Information is on the next page. |

## Grading Scale and Procedures

The following point scales 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
- Percent of class participation:
  - 15%

### Connect Homework
- Defaulted homework: 15%
- Connect Homework: 10%
- Term Tests**: 40%
- Final: 20%

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

### Connect Homework
- is due on Wednesday 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.

### 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 question(s)/day.

### Absences
- Absences will be tracked through the polling system and Zoom and Poll Everywhere. This is a synchronous online course and I strongly encourage you to attend class every day. The only penalty for absences will be losing the polling points available for that day. If there are occasional extenuating circumstances that preclude you from attending during the class period, please reach out to me to discuss so that you are not penalized for your absence. If you miss a test or homework assignments, please contact me as soon as possible to discuss.

### 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 all the points.

### Recorded class sessions
- Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class.

### CofC Closure Policy
- If the College of Charleston closes and members of the community are evacuated due to inclement weather or pandemic, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. Because this course is already set up online, I anticipate we will be able to continue with possible minor modifications.

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

Albert Einstein

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"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
LockDown Browser Requirement
This course requires the use of LockDown Browser for online exams. Watch this video to get a basic understanding of LockDown Browser:

Download Instructions

- Select the quiz in the course
- Under Quiz Requirements you will see "To take this quiz you must use the Respondus LockDown Browser"
- Below this will appear: "You can use the button below if you have not already downloaded LockDown Browser". Click the button to go to the download page and then follow the instructions
- Use the link to download Respondus LockDown Browser to your computer; follow the installation instructions
- Return to the Quiz page in Brightspace (it may still be open in another tab) and select the quiz
- Select "Launch LockDown Browser"
- The quiz will now start

Note: LockDown Browser only needs to be installed once to a computer or device. It will start automatically from that point forward when a quiz requires it.

Guidelines
When taking an online quiz, follow these guidelines:

- [If testing is to occur at a designated location, such as a testing center, add those instructions here.]
- [If applicable] Select a location where you won't be interrupted
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Turn off all mobile devices, phones, etc. and don't have them within reach
- Clear your area of all external materials - books, papers, other computers, or devices
- Remain at your desk or workstation for the duration of the test
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Getting Help
Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- [As applicable, insert information about your institution's help desk, including details about how to contact them. Some help desks want students to run the "System & Network Check" and the "Webcam Check" before they are contacted - and even, to forward the results of these checks at the time of opening a ticket.]
- Respondus has a Knowledge Base available from support.respondus.com. Select the "Knowledge Base" link and then select "Respondus LockDown Browser" as the product. If your problem is with a webcam, select "Respondus Monitor" as your product
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it
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. All tests and the cumulative final will be administered through OAKS.

TENTATIVE SCHEDULE OF ASSIGNMENTS AND EXAMS

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<tr>
<th>DATE</th>
<th>CHAPTER (S)</th>
<th>TOPICS COVERED</th>
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<tr>
<td>JAN 11</td>
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<td>Introduction to Financial Management</td>
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<td>Introduction to Financial Management</td>
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<td>CH 2</td>
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<td>MLK Day No Class</td>
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<td>Financial Statements and Cash Flow</td>
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<td>22</td>
<td>CH 2</td>
<td>Financial Statements and Cash Flow</td>
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<td>Working with Financial Statements</td>
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<tr>
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<td>CH 3</td>
<td>Working with Financial Statements</td>
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<td>Working with Financial Statements</td>
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<td>FEB 1</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>CH 4</td>
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<td>Equity Markets and Stock Valuation</td>
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<td>MAR 1</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>Net Present Value and Other Investment Criteria</td>
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<td>8</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>22</td>
<td>CH 9</td>
<td>Making Capital Investment Decisions</td>
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<td>CH 10</td>
<td>Some Lessons from Capital Market History</td>
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<td>Some Lessons from Capital Market History</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>5</td>
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<tr>
<td>7</td>
<td>CH 11</td>
<td>Risk, Return, and CAPM</td>
</tr>
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<td>9</td>
<td>CH 12</td>
<td>The Cost of Capital</td>
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<tr>
<td>12</td>
<td>CH 12</td>
<td>The Cost of Capital</td>
</tr>
<tr>
<td>14</td>
<td>CH 12</td>
<td>The Cost of Capital</td>
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<tr>
<td>16</td>
<td>Test #3</td>
<td>CH 9, 10, 11, 12</td>
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<tr>
<td>19</td>
<td>Review Test 3 and for Final</td>
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</tr>
</tbody>
</table>

There will be additional Zoom reviews for final scheduled.

| Friday, April 23rd | Online COMPREHENSIVE FINAL EXAM for 9:00 – 9:50 class | 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

### 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 Learn Smart 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 Learn Smart 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
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

TI BAII-Plus Calculator Formatting Instructions

Turn the calculator on and complete the following steps:

Set the floating display to show 9 places to the right of the decimal point.

1) Press the gray key “2ND”; 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 “2ND” key then press the “Enter” key. The display should now say “AOS”.
5) If you see “AOS”, press the grey “2ND” key then press the “CPT” key above it.
6) Next press the grey “2ND” key and the “1/Y” key. Press the number “1” key then press the “Enter” key.
7) Then press the grey “2ND” key and then the “CPT” key.

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

During spring semester due to the Covid-19 pandemic Student Success Center staff will be meeting virtually instead of face-to-face in observance of social distancing. 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 does, and that’s what we are here for.

Your resume and cover letters need help, don’t worry, every resume and cover letter does, 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

“Will be known forever by the tracks we leave.”

Native American Proverb

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 throughout the day every weekday and can quickly set up a Zoom meeting to meet.
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