

LeMoyne-Owen College
Division of Business and Economic Development
ADCF 300: Introduction to Financial Management, Section TT
Fall 2020

Instructor:	Dr. Michael O. Minor
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Office Hours:	By Appointment
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Credit Hours: 3
Prerequisites: N/A

Syllabus Version 1

Texts:

- OER Commons (2020). Principles of Finance. <https://www.oercommons.org/courses/principles-of-finance/view>
- J. Van Horne & John M Wachowicz (2009). *Fundamentals of Financial Management, 13/E*. Cambridge, England: Financial Times/ Prentice Hall.
http://wps.pearsoned.co.uk/ema_uk_he_wachowicz_fundfinman_13/106/27149/6950232.cw/index.html
- Jonathan Berk & Peter DeMarzo (2007). *Corporate Finance*. Boston, MA: Prentice Hall
- Scott Smart, Lawrence J. Gitman & Michael D. Joehnk. (2014). *Fundamentals of Investing, 12/E*. Boston, MA: Prentice Hall.
http://wps.prenhall.com/bp_smart_fundinv_12/234/60159/15400753.cw/index.html
- Michael O. Minor (2020). Finance 101. http://michaelominor.com/finance_101

Course Description: This is an introductory course in finance. The course considers markets in which funds are traded, the institutions that participate and facilitate the flow of funds, and the principles and concepts of financial management needed for making sound decisions.

College Graduate Competencies:

The college graduate competencies (CGC) that are directly addressed in BUAD 340 are:

1. Think creatively, critically, logically, and analytically using both quantitative and qualitative methods for problem solving;
2. Appreciate, understand, now and pursue the principles, methods and subject matter that underlie the major discipline(s);

Course Objectives:

1. Understand the composition of the American financial system
2. Understand the role of government in financial markets
3. Understand and apply time value of money principles in real world situations
4. Understand and apply the principle of risk and return in investment analysis
5. Apply other principles of finance to real world applications
6. Utilize Microsoft Excel in financial analysis.

Attendance Policy:

In accordance with college policy, classroom attendance is required. The following standard will be applied:

1. If unexcused absences total 15% of the regularly scheduled class meetings, the instructor has the authority to lower the final grade by one letter.
2. If unexcused absences total 20% of the regularly scheduled class meetings, the instructor has the authority to give a failing grade.
3. Five tardies—arrival to class five minutes after class has begun—will equal one unexcused absence.

Technology Use:

LeMoyne-Owen College is committed to enhancing student learning using a variety of applicable technology. In this course, students will use or be exposed to Microsoft Teams, PowerPoint, and Excel and online finance resources.

Demeanor:

Suitable demeanor, posture and attire are required. For guidelines and the dress code, please refer to the appropriate pages of the 2020-2021 Student Handbook.

Classroom Policies and Procedures:

The classroom learning experience provides opportunities for faculty and students to engage in interactive exchanges of course content. To facilitate this exchange, the following guidelines are provided:

1. Because each class session covers vital material and information, it is important that students log in on time for each class session.
2. To enhance students' performance and confidence in acquiring the material, it is critical that students come to each class session prepared. This includes having easy access to class required texts, supplemental materials, and assigned work, which is provided on the course outline.
3. To limit unnecessary distractions which would deter learning, please keep your microphone muted unless sharing in class discussion or asking a question.

Faculty reserve the right to apply penalties for noncompliance to either or all the above guidelines.

Assignments and Submission Requirements:

Unless otherwise instructed, students will submit assignments by email or posted on our course Team Page to the instructor.

Assessment and Submission Requirements:

Students will be assessed based upon class participation, graded exercises, unit exams, individual and/or group projects, and a final exam.

Policies Related to Students with Disabilities:

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please make an appointment with Jean Saulsberry, Director of Student Development, as soon as possible at (901) 435-1727. The Student Development Office is located in the Counseling Center.

Grade Scale: 90-100 A; 80-89 B; 70-79 C; 60-69 D; 59 & Below F

Student Performance Evaluation:

Other Assignments	11%
Finance in the News	15%
Team Project	12%
individual Term Assignment	12%
Unit Projects (3)	30%
Final Project	20%
Total	100%

- Other assignments include online diagnostic exercises. Here's the link to part of the online assessment:
http://wps.pearsoned.co.uk/ema_uk_he_wachowicz_fundfinman_13/106/27149/6950232.cw/index.html. The instructor will post what exercises are due throughout the course.
- Students will e-mail the instructor an e-"Finance in the News" update each Monday beginning August 24 and ending September 28 by 11:59 p.m. CT in the body of the e-mail, not as an attachment. See the "Finance in the News" example on Page 7 of this syllabus. Students grade will include posting on the course Team Page (or other designated media) comments about at least one new story submitted weekly. After Week 1, students will lead an in-class discussion of one of their news shorts.
- For the Team Project, the instructor will divide the class into two groups. Each team will conduct a financial statement analysis of one of America's top Black owned publicly traded companies. The instructor will provide a case analysis outline for each team. Teams will present their team projects during the September 29 class session.
- For the Individual Term Assignment, each student will present a financial proposal for a business opportunity. Students must e-mail topics for the instructor approval by 5:59 p.m. CT Monday, August 31. Students will present their proposals during the September 22 class session.
- We will have three Unit Projects. Since there will not be a make up for a missed project, the instructor will re-weight the remaining two projects. Students will only have one excused Unit Project. The instructor will distribute the content and format of each project the week before the project is due.
- The Final Project will be due by Friday, October 2, 5:59 p.m.

Note: Unless otherwise instructed, all graded exercises are due by e-mail to michael_minor@loc.edu by 5:59 p.m. the day the assignment is due.

LeMoyne-Owen College Graduate Competencies (CGC)

LeMoyne-Owen College graduates should be able to:

1. Think creatively, critically, logically, and analytically using both quantitative and qualitative methods for problem solving;
2. Communicate effectively (listen, speak, read, and write) on formal and informal levels;
3. Distinguish, clarify, and refine personal values for the attainment of richer self-perception and relate those values to the value system of others;
4. Appreciate, understand, and know the foundations of the Afrocentric perspective;
5. Appreciate, understand, and know the foundations of diverse cultures in the context of a global community;
6. Appreciate, understand, now and pursue the principles, methods and subject matter that underlie the major discipline(s);
7. Accept social responsibility and provide service to humankind;
8. Maintain levels of literacy that allow them to understand the impact of science and technology on individuals, society, and the environment;
9. Attain motivational, personal management, interpersonal skills, professional development and research experience, as well as resourcefulness that will form the basis for a career and/or further educational experiences;
10. Attain critical skills, frame of reference, and understanding needed to appreciate and discriminate between artistic achievements.

ADCF 300: Introduction to Financial Management, Section TT Weekly Course Schedule

Note: The instructor reserves the right to alter this schedule of class assignments and meeting dates as circumstances may require. All changes will be announced in class prior to their initiation. Students not logging in to the class session on the day of such announcements are responsible for obtaining this information.

Class Diagnostics:

Prior to or during our first class session, each student must complete the course diagnostic survey. Here is the link: https://michaelominor.com/loc_survey.

Unit 1: Introduction to Finance Concepts and Financial Markets/August 18 – 31, 2020

August 18, 25

Presentations: Introduction to Finance Concepts [Part 1](#) and [Part 2](#), Introduction to Financial Markets

Readings:

- [OER Commons: "Finance: Chapter 1, Section 4: Ethics: An Overview"](#)
- [OER Commons: "Finance: Chapter 1, Section 1: Types of Financial Decisions: Investment and Financing"](#)
- [The Six Principles of Finance](#)

Other Tools: [Finance 101 Webpage](#); [Excel 101 Tutorial](#); [Accounting 101](#)

Introduction to Finance Concepts

- 1.1 What is finance?
- 1.2 Areas of finance
- 1.3 Finance, accounting, and economics
- 1.4 Legal forms of business organizations
- 1.5 Corporations
- 1.6 Ownership vs. control
- 1.7 [Ethics](#) and [agency issues](#)

Introduction to Financial Markets

- 1.8 Structure and Functions of Financial Markets.
- 1.9 Commercial Banks and Other Financial Institutions
- 1.10 Securities Concepts
- 1.11 Securities Markets
- [1.12 The 6 Principles of Finance](#)

Unit 1 Project due Wednesday September 3, 5:59 p.m. CT.

Unit 2: Time Value of Money and Valuation of Long-Term Securities /September 1 – 15, 2020

September 1, 8, 15

Presentations: Time Value of Money, Annuities

Readings: Van Horne Chapters 3 and 4; Presentations 3 and 4; Smart Chapters 10, 11, 6, and 8

Other Tools: [Time Value of Money Basics](#)

- 2.1 Time Value of Money
 - 2.1A Future Value
 - 2.1B Present Value
 - 2.1C Interest Rates Comparison
 - 2.1D Annuities
 - 2.1E Amortization Schedule
- 2.2 Bond Valuation
- 2.3 Stock Valuation

Unit 2 Project due Wednesday, September 23, 3:59 p.m.

Unit 3: Risk and Return and Financial Statement Analysis/September 15-22, 2020

September 15, 22

Presentations: TBD

Readings: Van Horne Chapters 5 and 6; Berk Chapters 2 and 5; Smart Chapter 4

[OER Commons: "Finance: Chapter 6, Section 1: The Basics of Interest Rates"](#)

- 3.1 [Interest Rates](#)
- 3.2 Risk and Return
- 3.3 Financial Statements
- 3.4 Financial Statement Analysis

Individual Term Project due Monday, September 21, 5:59 p.m.

Unit 3 Projects due Wednesday, September 23, 5:59 p.m.

Unit 4: Funds and Cashflow Analysis, Planning, and Working Capital/September 23-29, 2020

September 29

Presentations: TBD

Readings: Van Horne Chapters 7 and 8

Other Tools: Case Study 101

- 4.1 Funds Analysis
- 4.2 Cashflow Analysis
- 4.3 Financial Planning
- 4.4 Working Capital
- 4.4 Case Studies
- 4.5 Careers in Financial Analysis

Team Projects due Monday, September 28, 5:59 p.m.

Final Projects due by Friday, October 2, 5:59 p.m.

[Weekly Finance in the News E-Memo Sample]

Finance in the News for the Week Ending Monday, August 24, 2020

Interest Rates (as of 8/30):

Prime Rate	4.75%
30-year fixed mortgage	6.76%
15-year fixed mortgage	6.39%
1-year CD	2.30%
5-year CD	4.75%

Source: XYZ Financial News

Stock Indices (as of 8/30):

S & P 500	trending down at 10,525
NYSE	trending down at 644.36
NASDAQ	trending down at 2626.50

Source: XYZ Financial News

National Finance News Shorts:

+ Shares of Sears Holdings Corp. soared Tuesday, after the struggling department store chain said it expanded its deal with Amazon.com Inc., to provide ship-to-store tire installation and balancing services for those who buy tires on e-commerce giant's site at "hundreds" of additional stores. (Yahoo Finance 8/29/2018/ <https://finance.yahoo.com/m/08af5da2-3444-3580-8bb8-37a08d97b2f3/sears%E2%80%99-stock-soars-as.html>)

+ On Tuesday, Missouri became the first state in the country to have a law on the books that prohibits food makers from using the word "meat" to refer to anything other than animal flesh. (*USA Today Money* Section 8/29/2018 <https://www.usatoday.com/story/money/2018/08/28/animal-meat-missouri-law/1114285002>)

+ U.S., Canada Talk Trade Under Pressure. U.S. and Canadian negotiators began a last-minute sprint to complete a North American Free Trade Agreement rewrite, as pressure built on Canadian Prime Minister Justin Trudeau to cut a deal. (*Wall Street Journal* 8/29/2018 https://www.wsj.com/articles/treasurys-mnuchin-hopeful-trade-deal-with-canada-will-get-done-1535461068?mod=hp_lead_pos2)

Local/Regional Business in the News:

Council Approves TDZ Financing for Second Convention Center Hotel. Memphis City Council members approved the use of Tourism Development Zone revenues Tuesday, Aug. 28, to finance the construction of a second convention center hotel as they delayed any decisions on long-term crowd control and safety measures in the Beale Street entertainment district. (*Memphis Daily News* 8/29/2018 <https://www.memphisdailynews.com/news/2018/aug/29/council-approves-tdz-financing-for-second-convention-center-hotel/>)

Look Ahead:

+ The Federal Reserve Bank may further increase interest rates this week (National Public Radio business news 8/29/2018)