Course Syllabus  
FCBE 3410-M51– Financial Management  
Fall 2018  
3.0 Credit Hours  
(Last updated: 5/12/2018)

Instructor: Jianning Huang  
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Office: Scheduled online meeting times through Blue Jeans or Skype  
SkypeID: huangjianning168

Office Hours: Monday 2:00-3:00 pm

Course Platform: FIR3410 course at the ecourseware platform

Course Overview:
This course will cover the fundamentals of financial management; time value of money, identifying financial risk, valuation of bonds and stock, cost of capital and capital budgeting.

Pre-Requisites/Co-Requisites:
ACCT 2010, ECON 2020, and either SCMS 2710 or MATH 1530

Required Texts (and Related Materials):
Fundamentals of Financial Management, concise 9th edition (Previous editions are also acceptable)  
Authors: Brigham & Houston  
Publisher: Cengage  
ISBN: 1305635930

Location of Course Materials (my special thanks to Dr. Pankaj Jain, Mr. Napoleon Overton and Miss Kelley Anderson for allowing me to use the course materials they prepared for the teaching of this course):
elearn
Course Objectives:

The purpose of this course is to familiarize you with fundamentals of finance. Upon successful completion of the course, you should:

(1) Have an improved understanding of financial statement analysis, and financial markets and institutions;

(2) Be able to compute the present value and future value of any type of cash flows, and have an understanding of risk measurement and how risk impacts expected rate of return;

(3) Understand basic considerations involved in the valuation of stocks and bonds including the benefits of portfolio diversification, and

(4) Understand how to estimate a company’s cost of capital and use it to evaluate corporate investments.

Fogelman College: Learning Outcomes for Your Degree

BBA degree learning outcomes

Course Methodology

This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously (meaning the class will not meet at specific time)

Instructor’s expectations of Students:

1. Your success in this class is very important to me. I will be available to assist you in every possible way of enhancing your learning experience.
2. Students are expected to stay current in their reading assignment preparation and regularly visit the course website.
3. Utmost ethical conduct is expected from everyone. Academic dishonesty and cheating will result in the appropriate academic and university penalties to the extent that an "F" may be assigned for the course grade and the student may be dismissed from the University for Disciplinary Reasons.

Student's expectations of the instructor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails promptly and feedback on all work submitted within 7-10 calendar days.
Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades

The letter grade equivalent for the total points that you score in the course are as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>96.1 – 100</td>
<td>A+</td>
</tr>
<tr>
<td>92.1 – 96</td>
<td>A</td>
</tr>
<tr>
<td>88.1 – 92</td>
<td>B+</td>
</tr>
<tr>
<td>84.1 – 88</td>
<td>B</td>
</tr>
<tr>
<td>80.1 – 84</td>
<td>B</td>
</tr>
<tr>
<td>75.1 – 80</td>
<td>C+</td>
</tr>
<tr>
<td>70.1 – 75</td>
<td>C</td>
</tr>
<tr>
<td>65.1 – 70</td>
<td>C</td>
</tr>
<tr>
<td>60.1 – 65</td>
<td>D+</td>
</tr>
<tr>
<td>56.1 – 60</td>
<td>D</td>
</tr>
<tr>
<td>Below 50</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

Summary of Graded Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Quizzes</td>
<td>40%</td>
</tr>
<tr>
<td>Discussion Forum Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Ratio Assignment</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Statement Report</td>
<td>20%</td>
</tr>
</tbody>
</table>

Course Topics and Schedule of Activities

Module 1: Overview of Finance, Financial Markets, and Institutions (Ch 1&2)

Module 2: Structure and Analysis of Financial Statements (Ch 3&4)

Module 3: Working Capital Management and Financial Forecasting (Ch 15&16)

Module 4: Time Value of Money Analysis (Ch 5)
Project Due: Financial Ratio Assignment

Module 5: Interest Rates and Bond Valuation (Ch 6&7)

Module 6: Risk and Return, Stocks and their Valuation (Ch 8&9)

Module 7: The Cost of Capital and Capital Budgeting (Ch 10&11)

Project Due: Financial Analysis Project Due

Final Exam Schedule

There will be no final exam, but rather 6 quiz grades which equal 40% of your final grade and two projects that use all of the materials learned, which are worth 20% each. Discussion participation in the elearn forum accounts for 20%.

Information about the conduct of the course:

1. Please review the schedule carefully. Although the course provides you with the flexibility to read the materials and listen to lectures at your convenience, you must do so BEFORE the important deadlines for each unit.
2. Each unit on Elearn course contains following types of materials for the relevant chapter of the textbook. You can pick the media that you like the best, reading the chapter; watching a video slide show; or all of the above if you have the time:
   i. Read the Chapter in the textbook. Elearn contents also have Regular powerpoint slides that you can print or review online.
   ii. Narrated powerpoint slideshow or Screencast videos created by the instructional team can be played directly in streaming format. Please adjust the view or zoom of your internet browser so that the entire presentation is visible on the screen.

   You can also download the file to play on your computer with VLC software or upload them to an iPad. iPad is optional and not required for the course. VLC software can be downloaded free for playing the clip on your computer from their website VLC. A google search also offers solutions for playing MP4 in windows player etc. For example, see how to play MP4.

3. **Discussion forum**: Each unit in FIR 3410 course at the ecourseware platform has a discussion forum link. This is where you can post your questions about the materials in the given unit. As a general rule, discussion boards must be used for learning the materials and not for the purposes cheating on specific quiz or assignment questions. It is acceptable to ask questions or provide insights about the materials at a broad level. You are strongly encouraged to participate by replying to other posts. Original replies and new posts with meaningful insights that add to class learning on the relevant topics will count towards participation points, if you choose the discussion forum option for course integration activity. As a guide, you are expected to post at least 20 times during the semester in order to receive full participation points. Moreover, by becoming the
first person to answer a question correctly on the discussion forums you indirectly benefit as follows:

1. Improve your own understanding of the concepts
2. Create goodwill among your peers
3. Create a positive impression with the instructor

If you have any questions, please post them on the course discussion boards to get participation credit. You will get the quickest responses to your questions by posting them on the discussion forums in the course. So to the extent possible use discussion forums instead of emails as your mode of communication and let’s all help each other learn the materials throughout the course. Repetitive messages are not counted. Also please use subject line to clarify what’s inside so people can avoid opening messages that are simply “Thank you, or Agreed etc.” Please limit direct emails only to issues containing personal information. Use discussion boards extensively for most purposes.

4. **Assignment links:** Whenever applicable, the unit in FIR 3410 course at the ecourseware platform will have a link to the assignment, quiz, report, or case pertaining to unit. A couple of units are for introduction or concept review only. Rest of the units will have a deliverable from your side.

5. **Quizzes:** Each quiz is available for several days in FIR 3410 course at the ecourseware platform. Note that we are using the elearn.memphis.edu quizzes and NOT the ones on textbook website. Please submit the quizzes before the respective deadlines. Quiz questions are randomly selected from a pool, making each quiz unique for each student. Quizzes are to be completed individually. You can consult the textbook during the quiz. However, you must read the materials beforehand to avoid running out of time allocated for the quiz. Each quiz has 20 questions to be answered.

Please ensure that you take the practice quiz in the Course Structure and overview unit (0% weight for actual grade) to familiarize yourself with the format and submission process for the quiz. Any glitches should be resolved at this stage as the subsequent quiz score cannot be modified on the basis of submission problems.

**Course Policies**

**E-MAIL:**

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

**Attendance:**

You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students
receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your instructor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

Participation:

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected to participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

Classroom or Online Behavior:

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website (opens in new window).

Late Assignments:

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and ecourseware for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

Extra Credit:

There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.
Reporting Illness or Absence:

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:
(1) Extreme emergency and (2) Instructor contacted prior to the due date.

Inclement Weather:

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window).

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Student Services

Please access the FCBE Student Services (opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance