

**PRELIMINARY – Changes will be posted to Blackboard**  
**WESTERN KENTUCKY UNIVERSITY**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**FIN 499 – Senior Assessment in Finance**  
**Section 701 – Zero hour credit**  
**Section 702 – One hour credit**  
**Spring 2024**  
**Online Delivery**

**Instructor:** Dr. Jean Snavely  
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**PLEASE INCLUDE WHICH COURSE AND SECTION YOU ARE IN WHEN SENDING AN EMAIL. THIS HELPS ME TREMENDOUSLY.**

**OFFICE HOURS:** M, W, F - schedule a Zoom session using Calendly.  
Use this Calendly.com link or the same link posted on Blackboard to schedule a Zoom meeting. Allow at least two hours between the time you schedule and the time you want to meet. I will send you a Zoom link. <https://calendly.com/jean-snavely/office-hours-1>  
T/R 9:00-10:45 and R 2:00-3 (Not available on Tuesday from 2-3)

No book required for this course.  
No final exam in this course.

This is an online course. Assignments, discussions, and exams will be online.

**It is imperative that you read all emails sent for this course as well as check Blackboard Announcements on a regular basis since this is an online course.**

## **COURSE OBJECTIVES**

**This class is Pass/Fail. To earn a passing grade, students must complete all assignments and achieve required scores.**

The purpose of this class is to assess and measure knowledge of basic ideas and concepts necessary for successful Finance graduates. All Finance majors should be able to demonstrate mastery of topics in principals of finance, investment theory, and advanced corporate finance. Financial management majors should also be able to demonstrate knowledge of topics from markets and institutions as well as international finance. Planning majors should demonstrate knowledge of topics from risk management, retirement planning, estate planning and tax planning for investments.

## **COURSE PREPARATION AND REQUIREMENTS**

Finance graduates will be tested and evaluated on knowledge of theoretical concepts and analytical constructs in finance and general business topics. **Review sheets are posted on Blackboard to help you in preparation for the assessment tests in Finance. There aren't any review materials for the College Exam.** Specific questions over the material should be directed to the professor who regularly teaches the topic.

## Testing & Evaluation

All exams must be taken using Respondus Monitor. You are given one opportunity to take each exam so prepare beforehand. There is a practice quiz posted on Blackboard for you to check the stability of your internet connection and to familiarize yourself with the Respondus browser. The password for the practice quiz is practice. There are 3 exams in this course:

- 1) College Exam (94 multiple choice questions from core courses in business – no review materials available),
- 2) Long exam in Finance (65 multiple choice questions from FIN 332, 437 and 438 with approximately an equal number from each course – review materials are posted on Blackboard), and
- 3) Short exam in either Business Finance or Personal Financial Planning (25 multiple choice questions). Review materials are posted on Blackboard. If you are a business finance major, you must take the business finance exam. If you are a personal financial planning major, you must take the planning exam. If you are a dual major, you may choose which exam you take.

Some test questions will be problem-oriented requiring the use of a financial calculator. Bring your calculator to all exams. A formula sheet is provided for the finance exams (not the college exam).

**Students may not use language translators during exams. No electronic devices other than a calculator will be allowed during exams.**

### Long Exam in Finance – February 25 or 26 – Dr. Snively will post a spreadsheet on Blackboard for scheduling your day and time.

All students are required to take a comprehensive 65 question multiple-choice test. This test consists of material from FIN332, FIN437 and FIN438. A formula sheet will be provided. You must make at least 60% on this exam to pass this course. You have one chance so be prepared using study materials and asking for help from professors.

### Short Exam in Business or Planning – April 7 or 8 – Dr. Snively will post a spreadsheet on Blackboard for scheduling your day and time.

- Personal Financial Planning majors will take an additional test that includes material from FIN333, FIN350, FIN444 and FIN445.

Business Finance majors will take an additional test that includes material from FIN433 and FIN436. You must pass the short exam with a score of 60 or better this exam to pass this course. You have one chance so be prepared using study materials and asking for help from professors.

### College Assessment Exam – January 28 or 29 – Dr. Snively will post a spreadsheet on Blackboard for scheduling your day and time.

All students must take a general-knowledge exam with questions drawn from all areas of the core business curriculum. Bring your calculator. There aren't any review materials for this exam. This is an exam to see how much you recall from the business core courses.

### Ethics Essay – Due by February 11 at midnight CT

You will be provided an article from the *Wall Street Journal*. Use the article to address the following: detail what the ethical dilemma or issue is, how it impacts stakeholders, and provide some potential resolutions. This is a business writing assignment. You will be graded on content, style, and argument. You will also be graded for grammar. Be sure to write using proper grammar, correct spelling, and proper sentence structure. This is not a texting assignment.

## Grading

**This class is Pass/Fail. That means that you must complete all assignments in this course, no matter what your average, in order to receive a passing grade.** In addition, you must earn a score of at least 60% on the long exam and pass the short exam with at least 60%. Your final grade will be determined according to the following assignment schedule:

### Personal Financial Planning majors (must complete all assignments to pass):

- Long Exam - must answer at least 60% of questions correctly – 60%
  - Financial Planning (Short) Exam - (must answer at least 60% of questions correctly) – 25%
  - College Exam – 5%
  - Ethics Essay – 10%
- = 100% of input to final average

### Business Finance majors (must complete all assignments to pass):

- Long Exam - must answer at least 60% of questions correctly – 60%
  - Financial Management (Short) Exam - must answer at least 60% of questions correctly – 25%
  - College Exam – 5%
  - Ethics Essay – 10%
- = 100% of input to final average

**A passing grade is an average of 60% or higher on the four above assignments/assessments.**

## IMPORTANT DATES

January 28 or 29: College Exam

February 11: Ethics Essay due by midnight CT

February 25 or 26: Long Exam

March 18-22: Spring break

March 28: Last day to withdraw from a full semester course

April 7 or 8: Short Exam

Thursday, May 2: Walk and Commencement Ceremony

Friday, May 3 in Diddle Arena: College Recognition Ceremony

**There will be links on Blackboard for scheduling exams approximately one week in advance.**

### Sign up for Alumni Mailing List

All students should send an application to join the alumni mailing list. This listserv group is used to let graduates know about Finance department events and job opportunities. This group will not be used to fundraise. To sign up send an email to [wku-finance-subscribe@lists.wku.edu](mailto:wku-finance-subscribe@lists.wku.edu)

If you have any questions, please feel free to contact me or any other finance faculty:

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## **Regular and Substantive Interaction Statement**

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty.

In this course, regular and substantive interaction will take place in the following ways:

- Regular announcements and emails,
- Prompt feedback on assessments and assignments,
- Keep Blackboard calendar updated with due dates,
- Available by cell phone during exams, and
- 5-day per week access through office hours scheduled through Calendly and delivered using Zoom.

## **WKU GORDON FORD COLLEGE OF BUSINESS – FINANCE DEPARTMENT SYLLABUS SUPPLEMENT – THE HONOR PLEDGE; CODE OF ETHICS**

### **Statement of Philosophy**

The students in the B.S. in Finance (Financial Management Concentration or Financial Planning Concentration), Minor in Finance, and Financial Planning Certificate programs in the Gordon Ford College of Business regard the principles of truth, honesty and fairness as fundamental to the financial management, financial planning, and related professions. Students enrolled in courses in the Finance Department possess a duty to perform in a highly ethical manner at all times.

### **The Honor Pledge**

The Honor Pledge is an agreement that a student makes with his or her fellow students and with the instructor of a course to adhere to these principles and to promote fairness in the grading of assessments. The Honor Pledge allows each student to fully develop his or her individual potential while protecting the integrity of scholarship. All students enrolled in WKU Department of Finance courses are bound by The Honor Pledge automatically as a condition of enrollment in a Finance Department course. The Honor Pledge follows:

***I pledge that I will not lie, cheat, steal, or plagiarize in my academic endeavors, and that I will conduct myself truthfully and honestly to uphold the integrity of Western Kentucky University.***

### **Prohibited Conduct**

Dishonesty involving a violation of The Honor Pledge, cheating, plagiarism, and other violations of the WKU Student Code of Conduct is prohibited. By way of explanation (but not by way of limitation), as set forth in WKU's Academic Requirements and Regulations in the WKU Undergraduate Catalog:

- ***Cheating*** – No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, report, problem assignment, or other project that are submitted for purposes of grade determination.
- ***Plagiarism*** – To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his / her own. One must give any author credit for material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.

## **Sanctions for Violations**

Violations of The Honor Pledge or the WKU Student Code of Conduct may result in sanctions as set forth in the WKU Student Handbook. It is the general policy of the Finance Department that the normal sanction for academic dishonesty is a failing grade in the course in which the dishonesty occurred.

All members of the Department of Finance – students, faculty, and staff – are responsible for reporting Honor Pledge violations to the instructor of the course, or to the Department Chair for a non course-related violation. Further reports may be made to the Dean’s Office, the Office of Judicial Affairs, or other units of Western Kentucky University.

## **ADA Accommodations**

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

## **Title IX/ Discrimination & Harassment**

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU’s [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Deborah Wilkins, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s [Counseling and Testing Center](#) at 270-745-3159.

*We know that students are often overwhelmed and/or dealing with situations and stresses that may inhibit their ability to be successful in the classroom. With that in mind, our GFCB Leadership Team asks that you also add the following to your course syllabi.*

## **WKU Counseling and Testing Center**

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students’ capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU’s [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

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