

COURSE SYLLABUS
FIN 330 Section 701 (online delivery)
PRINCIPLES OF FINANCE
Fall 2021

PRELIMINARY – CHECK BLACKBOARD FOR UPDATES

You are responsible for knowing and understanding the contents of this syllabus.

INSTRUCTOR
OFFICE
PHONE
EMAIL
OFFICE HOURS

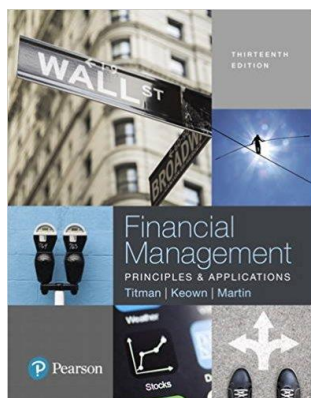
Dr. Jean Snavely
328 Grise Hall
502-552-5451 (Cell)
Jean.Snavely@wku.edu
Use this Calendly.com link or the same link posted on Blackboard to schedule a Zoom meeting. Allow at least two hours between the time you schedule and the time you want to meet. I will send you a Zoom link.
<https://calendly.com/jean-snavely/office-hours-1>

PREREQUISITES: ACCT 200, Math 116 or (MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610), and ECON 202 or 203

Finance as a discipline is a hybrid of Economics, Accounting, and Mathematics. The material requires a clear understanding of the materials presented in the pre-requisite courses.

REQUIRED MATERIALS:

TEXT



Financial Management: Principles and Applications (13th Edition) 13th Edition with MyFinanceLab,
Sheridan Titman, Arthur J. Keown, John H. Martin

This course participates in The WKU Store's First Day Access program. This program is designed to provide immediate access to required materials for all students at prices cheaper than any other option.

Required materials will be delivered to you automatically by enrolling in this course unless you choose to opt-out.* By participating in this program, The WKU Store will bill your Student Billing account, and you will see a charge appear under this Term along with Tuition and Fees (“Account Summary by Term” under the Student Services tab) labelled as “The WKU Store Purchases” after the Add/Drop period. For more information on this program or to opt-out of participation, go to The WKU Store’s website (www.wkustore.com) and click the First Day Access link under the Course Materials header.

*Do not opt out of the program or you will not be able to access MyFinanceLab, accumulate extra credit, or submit homework.

ACCESS

Students must have reliable access to the internet and Blackboard.

CALCULATOR

Texas Instruments BAII Plus (less than \$40 at most stores)



This is the calculator used in all lecture videos and when working sample problems.

You are responsible for knowing and understanding the contents of this syllabus. There will be a syllabus quiz.

ACADEMIC OFFENSES:

These include academic dishonesty, plagiarism, cheating, and other types of offenses (e.g., theft of exams) and are discussed in the university catalog. Such offenses will be dealt with in a serious manner consistent with the guidelines in the catalog. Students committing academic offenses in this class will earn an ‘F’ for the course.

COURSE DESCRIPTION

This course covers basic concepts and techniques in corporate finance and investments.

Course Objectives – five principals

- Money has a time value
- There is a risk-return tradeoff
- Cash flows are the source of value
- Market prices reflect information
- Individuals respond to incentives

There also objectives for each chapter which are found on Bb on the first page for each chapter.

College Objectives Introduced in this Course

- Critical thinking
- Discipline knowledge

IMPORTANT DATES

August 23 – Classes begin – study the syllabus for the quiz before Monday, August 30

September 6: Labor Day

October 14 and 15: Fall break

November 1: Last day to drop with 'W'

November 24-26: Thanksgiving break

COURSE PREPARATION

In order to succeed in this course, it is essential that you stay current with all reading assignments, complete homework, and ask questions about anything unclear to you. There is a discussion board on BB for posting chapter specific questions (Fuzzy Spots forum). Students are encouraged to contact the instructor for all difficulties, big or small. It is also a good idea to participate in discussion boards when you have questions.

Be prepared to actively participate. A good plan of attack for learning the material is to scan the chapter, then read it thoroughly for understanding, outline the chapter, and work the suggested problems. Reading for comprehension requires more concentration than simply reading for pleasure. You should work through the assigned problems after studying the chapter and watching the chapter videos. Eventually, you should be able to work the homework exercises without the aid of the textbook.

Plan to spend at least 9 hours on this class every week (you will likely need more time than that). Do not feel limited to working just the suggested problems. All of the end-of-chapter questions are accessible in MFL through the Study Plan tab. It is critical that you develop an understanding of the material before moving on to the next topic because, for the most part, the material in this class builds on prior material. You must be an active participant in developing your understanding of the material. **If you do not read the material and simply try to work the problems, you are not likely to do well in this class.** Use the exercises available at MyFinanceLab to practice problems from each chapter. Then see if you can work the assignments without having to refer to the book or other examples.

The Power Point slides for this class have embedded lecture videos as well videos working problems similar to many of the problems assigned for homework. In addition, MyFinanceLab has useful videos posted under Chapter Resources on its site. You have unlimited attempts at completing homework so allow sufficient time for multiple submissions. There will be at least a week available for completing each assignment. I will not take excuses for not meeting the deadline. **START EARLY** to avoid missing deadlines and to allow for any issues that might occur. The dates posted for assignments on Bb are **due by** NOT due on dates. The highest homework score will be posted to Bb. You may work on homework assignments without changing your grade. Use the Results in MFL link on Bb to access homework without changing grades. This is also where you can review homework prior to exams. You may practice most questions from the back of each chapter by clicking on Study Plan then use the All Chapters tab to access questions for an individual chapter.

GRADING**EXAMS**

There will be **four** exams. All exams are proctored and must be taken on Blackboard using Respondus Lockdown **with Monitor**. **This means that you MUST have a web cam turned on during all exams.** **There**

are no exceptions to and no excuses for not meeting the web cam requirement. If you do not have a web cam capability, take care of it now. WKU will check out computers through Topper Tech. Exams must be taken on Friday or Friday. Respondus does not work on Chromebooks. I will post an Excel spreadsheet on Blackboard the week before to schedule a time to take an exam. I will confirm your time the day before and will send out a password shortly before the exam.

Many test questions will be problem-oriented requiring the use of a financial calculator. Exams will be a combination of multiple-choice questions and short answer/problems. Short answer/problem questions must be graded by hand and will all be done at the same time so exam grades will not be reported until all students have completed each test.

The type of questions on each exam will be posted on Bb approximately one week before a scheduled exam. Bring your calculator to every exam. The TI BAII + is the only acceptable calculator. You will not be allowed to use Excel spreadsheets. Note: You might work homework using a spreadsheet, but no computer software usage is allowed during exams. Exams cover ALL assigned reading material (whether covered in class videos or not), problems and class lectures. Students may not use language translators during exams. No electronic devices other than a calculator are allowed during exams. Exams may not be reviewed after completion, but you may send an email to the instructor asking what type of questions you missed.

EXAM SCHEDULE AND VALUE:

	Point Value	Date
Exam 1	100	September 17 or 18
Exam 2	100	October 8 or 9
Exam 3	100	November 5 or 6
Exam 4	100	December 10 or 11

HOMEWORK ASSIGNMENTS

Homework Exercises:

You will submit your solutions to problems at the end of each chapter. Do this through the Homework link on Blackboard. You have unlimited attempts at completing homework assignments while the assignment is available on MyFinanceLab; therefore, you should get total credit as long as you allow enough time to complete the work. (Watch the MFL video to see how.) Late homework results in a grade reduction of 50% after the due date and up to the night before an exam. A homework assignments will be available at least one week in advance of its due date. This should be ample time to work around any technology problems or scheduling issues you might encounter. Do not put off doing homework until right before the due date. Once the due date has passed, you can review your submissions under Results in MyFinanceLab without changing your results. Due dates will be posted to the Course Calendar in Blackboard (Homepage). Your best homework grade will be posted on Blackboard. While MFL and Blackboard gradebooks are synced, Bb does not update immediately. Allow at least 12 hours for updates before emailing me to let me know that Bb does not have the correct grade. If the two grades are not the same after 12 hours, then send me an email letting me know.

To be successful on exams, you should be able to work the assigned problems without having to use any help. **Problems on the exam usually make up less than half of the material covered** so don't forget to study chapter concepts as well.

Discussion Boards

There will be a graded discussion board for each chapter. Questions posted to these boards will be a mixture of problems and word answers. You have to post once before you can see what others have posted. **If you have a blank first post, you will receive a zero for that assignment.** I do not take late discussion posts because I will post the answers the day after a discussion board due date.

There will also be an ungraded general questions discussion board for posting questions and answers to questions about the material. Please use this resource to talk to each other and check its contents frequently. You can subscribe to the board so you receive an email when a new topic is posted.

COURSE POINTS:

		Possible Total Points
Exams	4 @ 100	400
Homework		100
Discussion boards	10 @ 5	50
Schedule Exams	4@1	4
Syllabus Quiz		4

TOTAL POSSIBLE POINTS is **approximately 558**

GRADES:

Failure to take ALL exams will result in an "F" for the course; otherwise, your grade will be based on the total points you earn in the course and determined by the following FIXED scale:

A: 90-100% of total pts.; B: 80-89%; C: 70-79%; D: 55-69%; F: < 55%

How to compute the minimum number of points necessary for each letter grade

A	$0.9 \times \text{total points available}$
B	$0.8 \times \text{total points available}$
C	$0.7 \times \text{total points available}$
D	$0.55 \times \text{total points available}$

Do **NOT** anticipate any curving of grades. I will offer some extra credit assignments through the semester. Use these opportunities to increase your total points.

COMMUNICATIONS

Feel free to contact me when you need help. Please email me either through the Blackboard Calendly site for a Zoom meeting or by using the 'Ask My Instructor' link in MyFinanceLab for help on specific questions. 'Ask My Instructor' will send me a link with the problem you are working on so that you do not have to give me a lot of information other than where you are having difficulties. The email to me will indicate it is an Ask My Instructor question in the subject line so I know to respond in a timely

manner. You should still allow enough time for me to answer your questions. I will not be available late on the night homework is due.

COURSE SEQUENCE (Tentative):

Chapter	Chapter Title
1	Getting Started— Principles of Finance- ON OWN – Power Point slides are posted, but there aren't any lecture videos or sample problems. There is a discussion board for chapter 1.
3	Financial Statements
4	Financial Analysis
EXAM 1 over chapters 1, 3, and 4 September 17/18	
Chapters 5 and 6 are critical to the remainder of the semester. You need to spend a great deal of time practicing on working problems.	
5	Time Value of Money Basics
6	The Time Value of Money – Annuities and Other Topics
9	Bond Valuation
EXAM 2 over chapters 5, 6 and 9 October 8/9	
10	Stock Valuation
11	Capital Budgeting Techniques
Exam 3 over chapters 10 and 11 November 5/6	
14	Cost of Capital
7	An introduction to risk and return – history
8	Capital Market Theory
EXAM 3 over chapters 14, 7 and 8 December 10/11	

Coverage of specific topics related to Financial Planning:

FIN 330, Principles of Financial Management is required as part of Western Kentucky University's (1) B.S. in Finance—Financial Planning Track and the (2) Certificate in Financial Planning. These programs are both offered in the Finance Department of the Gordon Ford College of Business and are registered with the CFP® Board. As such, this course is required to cover the following topics, which are part of the 78 Topic List published by the CFP® Board, which can be found at the Board's website (www.cfp.net)

The specific topics by number and name that will be covered are the following:

2. Financial Statements
3. Cash flow management
4. Financing strategies
5. Function, purpose, and regulation of financial institutions
8. Economic concepts
9. Time value of money concepts and calculations
10. Financial services regulations and requirements
11. Business law

- 12. Consumer protection laws
- 24. Characteristics, uses and taxation of investment vehicles
- 25. Types of investment risk
- 26. Quantitative investment concepts
- 27. Measures of investment returns
- 28. Bond and stock valuation concepts
- 29. Portfolio development and analysis
- 31. Asset allocation and portfolio diversification
- 37. Basis

COVID STATEMENT

All students are strongly encouraged to [get the COVID-19 vaccine](#). Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in [Kentucky](#), the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](#)): [270-745-5004](#) (voice), [270-745-3030](#) (TTY), or [270-288-0597](#) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

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. 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.

Healthy on the Hill

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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.