

COURSE SYLLABUS
PRELIMINARY – Changes will be posted to Blackboard
FIN 330 Section B70 (online delivery)
PRINCIPLES OF FINANCE
Summer 2022

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

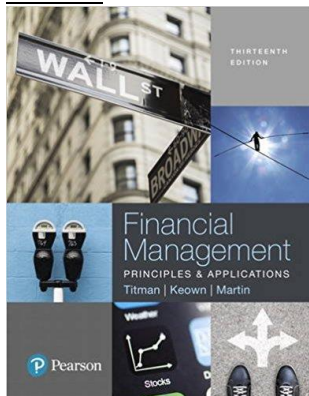
INSTRUCTOR	Dr. Jean Snavely
OFFICE	328 Grise Hall
PHONE	502-552-5451
EMAIL	Jean.Snavely@wku.edu
OFFICE HOURS	Schedule a Zoom appointment Use this Calendly.com link or the same link posted on Blackboard to schedule a Zoom meeting. Allow at least two hours between the time you schedule and the time you want to meet. I will send you a Zoom link shortly before our scheduled meeting. 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.
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THIS IS A 3-HOUR COURSE. YOU ARE EXPECTED TO WATCH VIDEO LECTURES, COMPLETE ASSIGNMENTS, AND COMPLETE CHAPTER QUIZZES. YOU SHOULD EXPECT TO SPEND A MINIMUM OF 18 TO 24 HOURS PER WEEK ON THIS COURSE.

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 Day One 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 Day One 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.**

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



Videos on Blackboard help in applied calculator usage.

STUDENTS WITH DISABILITIES:

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. The phone number is 745-5004.

Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

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

Module Objectives – found on Blackboard for each module – will be tested
College Objectives Introduced in this Course

- Critical thinking
- Discipline knowledge

IMPORTANT DATES

June 6: Classes begin

June 20: Juneteenth, University closed

July 4: Independence Day, University closed

July 29/30: Final Exam

COURSE PREPARATION

In order to succeed in the 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 *NONGRADED* 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 lecture videos.** Eventually, you should be able to work the homework exercises without the aid of the textbook. **Plan to spend at least 18 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. **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 has embedded lecture videos and sample problems for 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. The due dates are due by (not due on) dates for all homework assignments. You can submit homework after the due date and take a 50% penalty on work submitted after the deadline up until Thursday before an exam window opens on Friday. **I will not take excuses for not meeting the deadline. START EARLY to avoid missing deadlines.** The highest score will be posted to BB. **Homework grades are synced to Blackboard's gradebook, but updating does not**

take place at the same time you work in MFL. Allow time for your grade to update before sending me an email saying Blackboard has the wrong score. I make answering most student emails a priority, but I do not answer these emails right away. Allow at least 12 hours between submitting your assignment and checking your grade on Blackboard. If your grade has not updated after 12 hours, then send me an email letting me know.

You may work on homework assignments without changing your grade. Use Results in MFL 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 three exams. All exams are proctored and must be taken on Blackboard using Respondus Lockdown **Browser with Monitor**. This means that you **MUST** have a web cam turned on during all exams. Exams must be taken on Friday or Saturday. I will post an Excel spreadsheet on Blackboard the week before to schedule a time to take an exam. I will confirm your time on Thursday and mail out exam information about 15 minutes before your scheduled time. **Respondus does not work on a Chrome Book.**

Make arrangements now to have a camera during exams. WKU lends laptops as well as just a camera. Reserve one now if you need either. You have to pick your item up on the main campus. Cameras are available for as little as \$20 on Amazon or \$30 at Best Buy. Of course, there are other alternative sites to buy web cams as well.

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 hand-graded which will all be graded 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 BAI + is the only acceptable calculator.** **You will not be allowed to use Excel spreadsheets during exams.** 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:

Exam	Point Value	Date
Exam 1	100	June 17/18
Exam 2	100	July 8/9
Exam 3	100	July 29/30

HOMEWORK ASSIGNMENTS

Homework Exercises: You submit solutions to problems at the end of each chapter through the MyFinanceLab link(s) 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 work the assignments by the due by date. After the due date, you can earn 50% value on questions not completed by the due date up until Thursday night before an exam.

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. You will receive notice of how many problems are on each of the exams prior to the exam.

Late homework results in a grade reduction of 50% after the due date. You will have at least one week to complete assignments in MyFinanceLab prior to the due date. This should be ample time to work around any technology problems, weather, homelife 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. Due dates will be posted to the Course Calendar in Blackboard. Your best homework grade will be posted on Blackboard.

Quizzes

There will be graded quizzes for each chapter. These quizzes will be available after completing chapter assignments and readings. Questions will be a mixture of problems and word answers. You have one attempt.

COURSE POINTS:

3 Exams @ 100 pts. = 300 pts.
Homework submissions = 100 points
Syllabus Quiz = 4 points
Chapter Quizzes 10@ 5 points = 50 points
TOTAL POSSIBLE POINTS is 454

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%

Minimum number of points necessary to pass the course

A	0.9*total points available
B	0.8*total points available
C	0.7*total points available
D	0.55*total points available

Do **NOT** anticipate any curving of grades.

Keep track of the number of points accumulated throughout the semester. There will be a limited number of exercises for extra credit during the semester which you should take advantage of to raise your point total. I will not round averages to the next higher grade, and I will not offer additional work to increase the number of points you have accumulated. **DO NOT ASK.**

COMMUNICATIONS

Feel free to contact me when you need help. Please email me either through the Blackboard site (Class email link) or using the 'Ask My Instructor' link on MyFinanceLab. The 'Ask My Instructor' link 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	Title
1	Getting Started— Principles of Finance – Read chapter 1. There aren't any power point slides, lecture videos or homework assignments for the chapter, but the background material contained in the chapter will be beneficial as underpinnings going forward.
Financial Statements and Ratio Analysis	
3	Understanding Financial Statements
4	Financial Statement Analysis
Time Value of Money	
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 (TVM) – Basics
EXAM 1 – JUNE 17/18 – Chapters 3, 4 and 5	
6	TVM – Annuities and Other Topics – Learning Objectives 1 and 2
9	Bond Valuation
10	Stock Valuation
EXAM 2 – JULY 8/9 –Chapters 6, 9 and 10	
Capital Budgeting	
11	Investment Decision Criteria
14	Weighted Average Cost of Capital
Risk and Return	
7	An Introduction to Risk and Return – A History
8	Risk and Return – Capital Market Theory
EXAM 3 – JULY 29/30 – Chapter 11, 14, 7 and 8	

I reserve the right to change the syllabus. I will provide a last modified date if a change is made, and will post/announce new documents, if needed.

CLASS POLICIES

Incompletes are not given except under extreme circumstances.

If you quit participating and fail to formally drop the class, you will get an F or FN.

Have your TI BAI + calculator for exams.

Language translators or any other electronic devices other than financial calculators are not allowed during assessments (quizzes, exams, etc.)

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.

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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

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding

WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at

https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

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, Andrea Anderson, 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.