

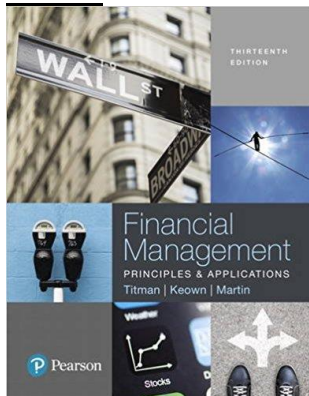
**COURSE SYLLABUS**  
**FIN 330 Section 701 - Online**  
**PRINCIPLES OF FINANCE**  
**Fall 2022**

**PRELIMINARY SYLLABUS – CHECK BLACKBOARD FOR UPDATES**

**Instructor:** Dr. Jean Snavely  
**Office:** GH 328  
**Telephone:** 502-552-5451 (cell)  
**e-mail:** [jean.snavely@wku.edu](mailto:jean.snavely@wku.edu) (best way to reach me between classes)  
**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>  
In the office: T/R 9:00-10:45 and 2:00-3 except for the first Tuesday and the third Thursday of every month

**PREREQUISITES**                      **ACCT 200, 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 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](http://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.

### **ACCESS**

Students must have access to the internet and Blackboard.

### **CALCULATOR**

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



We will cover calculator usage in class.

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

### **STUDENTS WITH DISABILITIES:**

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, 1074. 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.

### **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. You are also referred to the “Student Life Policies Statement on Student Rights and Responsibilities” of the catalog.

### **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**

#### **College Objectives Introduced in this Course**

- Critical thinking

- Discipline knowledge

## IMPORTANT DATES

October 6 and 7: Finance Symposium

October 13-14: Fall break

October 15: MyFinanceLab maintenance

October 31: Last day to drop with 'W'

November 23-25: Thanksgiving Break

November 26: MFL maintenance

## December 9 or 10

## COURSE PREPARATION

**In order to succeed in the course, it is essential that you stay current with all reading assignments, attend all classes, complete homework, and ask questions about anything unclear to you.** Students are encouraged to speak to the instructor for all difficulties, big or small. It is also a good idea to meet with other students in the class and work in groups. Be prepared to actively participate in class.

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 before coming to class.** Eventually, you should be able to work the homework exercises without the aid of the textbook or help in MyFinanceLab. **Plan to spend at least two hours outside of class for every hour of credit earned for a class (this is a 3-hour course) so for this course 3 hours earned + 6 additional hours per week.** You will likely need even more time than the standard suggested 9 hours per week. Do not feel limited to working just the suggested problems. You can access all end-of-chapter problems through Study Plan in MyFinanceLab.

**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. There is too much material to expect to learn what you need for success from simply taking notes and listening in class. **You must be an active participant in developing your understanding of the material.** **You should read the text and attempt the homework while taking notes on the power point presentations.**

Use the exercises available in 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. That means don't wait until the due date to start working on an assignments. 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. Respondus does not work on Chromebooks.

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 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. **The TI BAII + is the only acceptable calculator. You will not be allowed to use Excel spreadsheets during any exam.** Note: You might work homework using a spreadsheet, but no computer software usage is allowed during exams.

Exams will be a combination of multiple-choice questions and short answers/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. 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:

	<u>Point Value</u>	<u>Date</u>
Exam 1	100	September 9 or 10
Exam 2	100	October 7 or 8
Exam 3	100	November 4 or 5
<b>Final Exam</b>	<b>100</b>	<b>December 9 or 10</b>

### HOMEWORK ASSIGNMENTS

#### **Homework Exercises:**

You will submit your solutions to problems at the end of each chapter. Do this through the MyFinance Lab Assignment 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 to get unlimited attempts.) Late homework results in a grade reduction of 50% after the due date and up to the night before an exam. Homework assignments will be available at least one week in advance of their due dates. 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. These are **due by not due on dates**. 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, and due dates are posted beside the assignment name in MFL. Your best homework grade will be posted on Blackboard.

To be successful on the problem portion of 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.

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.

### Chapter Quizzes

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

I will drop your lowest score.

### COURSE POINTS:

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

**ESTIMATED TOTAL POSSIBLE POINTS 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*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. 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** – check Bb for updates and follow the Blackboard calendar for due dates)

Chapter	Title
1	Getting Started— Principles of Finance- <b>ON OWN – Power Point slides are posted, but there aren't any lecture videos or sample problems.</b>
3	Understanding Financial Statements
4	Financial Analysis
<b>EXAM 1 over chapters 1, 3, and 4      September 9/10</b>	
<b>Time Value of Money – Basics</b>	
<b>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.</b>	
5	Time Value of Money Basics
6	The Time Value of Money – <del>Annuities and Other Topics</del>
9	Bond Valuation
<b>EXAM 2 over chapters 5, 6 (Annuities) and 9      October 7/8</b>	
10	Stock Valuation
6	The Time Value of Money – <del>Annuities and Other Topics</del> – <b>Complex Cash Flows</b>
11	Investment Decision Criteria
<b>Exam 3 over chapters 10 and 11 and Chapter 6 (Complex Cash Flows)      November 4 or 5</b>	
14	Weighted Average Cost of Capital
7	An Introduction to Risk and Return – A History
8	Capital Market Theory
<b>EXAM 4 over chapters 14, 7 and 8      December 9/10</b>	

### 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:

- Weekly announcements and emails,
- Keep Blackboard calendar updated with due dates,
- Timely and detailed feedback on chapter quizzes provided within one week of submission,
- Available by cell phone during exams,
- Make assessment results available within one week, and
- 5-day per week access through office hours scheduled through Calendly and delivered using Zoom.

**Tutoring is available through the GFCB Student Success Tutoring Center. There is a link on BB to apply for tutoring. The link also includes when/if group tutoring is available prior to exams.**

***The Learning Center Peer Tutoring Services***

*The Learning Center (TLC) provides free tutoring services that empower students to achieve academic success. Trained peer tutors are available to review course content, answer questions, and demonstrate effective study strategies. TLC offers individual appointments and group sessions (PASS) for hundreds of undergraduate courses. For more information or to make an appointment, visit [www.wku.edu/tlc](http://www.wku.edu/tlc).*

**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](http://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

**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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

**COVID-19**

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID 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 federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. [www.wku.edu/healthyonthehill](http://www.wku.edu/healthyonthehill)

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#### 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 270-745-2548.

#### Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

**Writing Center Assistance:** *The Writing Center on the Bowling Green campus* will have writing tutors available to offer advice to current WKU students on any stage of their writing projects. In-person tutoring is available in Cherry Hall 123 from 10-4 Monday through Friday and in the Cravens Commons (at the horseshoe-shaped reference desk) from 5-9 on Sunday through Thursday evenings. WKU students may also request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website ([www.wku.edu/writingcenter](http://www.wku.edu/writingcenter)) for making appointments. Walk-in feedback is available unless we are booked up. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to ([writingcenter@wku.edu](mailto:writingcenter@wku.edu)).

*The WKU START Centers* will be offering writing tutoring sessions via Zoom as well as in person in their Glasgow and Elizabethtown locations. More information on how to make appointments and what to expect from your appointment will continue to be posted at (<https://www.wku.edu/startcenter/>).