

## BUS 555 – Financial Principles and Strategies

Term: Fall 2024  
Classroom: Zoom  
E-mail: richard.learman@csuci.edu  
Office: Via Zoom  
Office Hours: 5:30-6:30pm Wed via Zoom

Instructor: Rick Learman, MBA, CPA  
Class Schedule: 6:30-9:30pm Wed

### Course Description and Topics

Examines theories, policies, and practices of financial decision making. Focuses on financial principles and financial strategies as they relate to the areas of valuation, capital budgeting, risk management, capital structuring and restructuring, dividend policy, international finance, mergers and acquisitions, and interactions between financial markets and corporations.

We will use lecture notes, case studies, and advanced readings. Students will be required to analyze and present selected cases orally and in writing.

**Prerequisites:** None

### Learning Outcomes

Upon the successful completion of this course, students will be able to:

1. Apply corporate finance theories and concepts to assess corporate financial management decisions.
2. Analyze finance cases using quantitative analytical tools and finance models.
3. Apply corporate finance knowledge to develop critical thinking, problem solving, and decision-making skills.
4. Work collaboratively in a group environment

### Required Materials

1. Textbook: *Essentials of Corporate Finance*, 11th Edition, by Stephen A. Ross, Randolph W. Westerfield, and Bradford D. Jordan. New York, NY: Irwin McGraw-Hill, 2015. You may [rent a 10th \(Links to an external site.\)](#) edition (\$10 cost) or any older edition of this textbook from Amazon at a very low price.
2. Accepi – We will be using Accepi for online reading assignment. You're required to do all the assigned readings, and I may not be able to cover every part of the reading. To assure that you keep up with your reading, this platform will be used to test your reading and problem-solving skills based on the reading. You'll access the system through Canvas. The first time you do, **you'll be asked to pay \$12.95 by credit card**. You can then start working on the first assignment. Once you've completed the assignment, you can practice the same problem again

with new numbers without affecting your overall score. If you have questions, let me know, or please visit <https://acepi.com/support> or contact [support@acepi.com](mailto:support@acepi.com).

3. Cases: Harvard Business Publishing: **<https://hbsp.harvard.edu/import/1190059>** (I may add/delete cases/reading materials throughout the semester depending on the needs/pace of the class **(total cost < \$30)**).
4. A Financial Calculator or Microsoft Excel: Make sure the calculator you use is able to calculate Net Present Value (NPV) and Internal Rate of Return (IRR). You may use tables and excel as well.
5. It is recommended that you remain current on business/finance/economic news. You can find the latest issues of *The Wall Street Journal* ([Links to an external site.](#)) and *BusinessWeek* at the university library or on library web pages. You can also view daily business/finance news on websites such as <http://www.msn.com> ([Links to an external site.](#)), <https://www.reuters.com/> ([Links to an external site.](#)), and <https://www.cnn.com/business> ([Links to an external site.](#)).

### Course Assignments

Quizzes (20%): Quizzes will be given and reviewed in-class.

Attendance, Participation, Acepi (20%): Attending and participating in in-class discussions and canvas discussions are important to the learning process. Acepi assignments are graded based on completion.

Case Analyses and Reports (20%): Module-based cases are designed to apply knowledge and skills to financial management decision-making process and develop critical thinking skills.

Examinations (40%): Students will complete midterm and final exams (not cumulative).

### Grading

Grading for the course will be as follows:

Exam 1	20%
Exam 2	20%
Quizzes	20%
Cases	20%
Attendance and Participation, Acepi	20%

The course will follow the university's A-F grade guidelines.

### Policies

1. No late assignments will be accepted unless specifically provided within the assignment. If you will not be able to turn in an assignment on time due to a special circumstance, **please**

**notify me immediately.** Special permissions for late coursework may be granted due to illness, injury, or family emergencies with proof.

2. No recording and copyright notice. It is a violation of CSUCI's Academic Integrity Policies to share course materials with others without permission from me. No student may record any lecture, class discussion, or meeting with me without my prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted. I reserve all rights, including copyright, to my lectures, syllabus, and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Canvas or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites.
3. Cheating and Plagiarism: This course will adhere to [CSUCI's academic dishonesty policy](#) [Links to an external site.](#) "CI values academic integrity and will not tolerate acts of academic dishonesty. If a student commits an act of academic dishonesty in a course, the faculty member shall handle the incident based on applicable campus procedures. " A student will automatically **fail** the class due to academic dishonesty.
4. Accommodations for Students with Disabilities: Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The purpose of [Disability Accommodations and Support Services Links to an external site.](#) is to assist students with disabilities to realize their academic and personal potential. Students with disabilities needing accommodation are required to contact the Disability Program office at (805) 437-3331. All requests for accommodations need appropriate advance notice by the student to avoid a delay in services. Please discuss approved accommodations with faculty.
- 5.

### **Covid Related Policies and News**

Students are required to abide by all COVID-19 related policies that are mandated by the University.

If you have any medical needs, please do not hesitate to reach out. I am only an email away! I am committed to working with students to explore all possible options to achieve your academic goals.

### **Changes to the Syllabus**

Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice as deemed appropriate by the instructor. Topics listed under the tentative course schedule may be adjusted during the semester depending on assessment results and pace and needs of the class. It is critical that students check both their CSUCI email and Canvas on a regular basis.

## Tentative Course Schedule

Live Session	Where class is held	Meeting Date	Chapters Covered**	Case Study***	Topics
1	Zoom	28-Aug	1		Course Overview, Corporate Finance Overview
2	Zoom	4-Sep	1-3	Horniman Horticulture	Financial Statements Overview
3	Zoom	11-Sep	1-3	Note on Financial Forecasting, Monsanto	Financial Statements Analysis
4	Zoom	18-Sep	1-3	Monsanto	Quiz 1, Financial Forecasting
5	Zoom	25-Sep	4, 11		Risk and Return, Intro to Valuation/Time Value of Money
6	Zoom	2-Oct	11		TVM continued, Review for Exam 1
7	Zoom	9-Oct			Exam 1
8	Zoom	16-Oct	5		Discounted Cash Flows, NPV and other Investment Criteria
9	Zoom	23-Oct	8		NPV and other Investment Criteria, continued, Case Study
10	Zoom	30-Oct	8, 12		Net Present Value and Other Investment Criteria, Cost of Capital
11	Zoom	6-Nov	9	Sneaker 2013	Quiz 2, Capital Investment Decisions
12	Zoom	13-Nov	7, 15		Equity Markets and Stock Valuation, Raising Capital
13	Zoom	20-Nov	7, 15	Fidelity Magellan Fund	Equity Markets and Stock Valuation, Raising Capital, continued
14	Holiday*	27-Nov			No class
15	Zoom	4-Dec			Exam 2 Prep
16	Zoom	11-Dec			Exam 2

\*Academic Holiday - no class will be held this day.

\*\*Earlier book editions may feature different chapter numbers

\*\*\*Case Studies are included in the Harvard Business Coursepack; students should read these in advance of the week listed above and in some cases will be required to submit answers to questions in Canvas related to them