

Course:	BUSPSY 555: Financial Principles and Strategies
Modality:	In Person (some meetings online via zoom when indicated)
Meeting Times	Wednesdays 6:30pm - 9:30pm
Room:	Smith Decision Center 1908 or Online
Instructor:	Robert Beamer, MBA, MA, MTh
Email:	Robert.Beamer@csuci.edu
Phone:	(619) 944 - 6677 (mobile)
Office / Hours:	MVS 2174; Mondays 715pm-815pm and by appointment

Summary

This class examines theories, policies, and practices of financial decision-making. Students will focus on fundamental financial principles and strategies as they relate to key areas such as valuation, capital budgeting, risk management, capital structuring and restructuring. Additionally, the course will explore topics including dividend policy, international finance, mergers and acquisitions, and the interactions between financial markets and corporations.

Throughout the course, students will engage with these themes through a combination of theoretical study, case analyses, and practical simulations. By the end of the course, students will have a comprehensive understanding of financial strategies and their applications in solving complex financial problems and making informed decisions in various scenarios.

Participation is crucial, with discussion forums contributing to the grade, occasional group work and simulations. The course aims to blend academic rigor with real-world applications, preparing students to navigate the challenges of modern financial decision-making.

Course Objectives

- **Understand Key Financial Concepts:** Grasp the fundamental principles of financial decision-making, including valuation, capital budgeting, risk management, capital structuring, and restructuring.
- **Analyze Market Dynamics:** Evaluate how corporate strategies and external factors influence financial markets, including dividend policies, mergers and acquisitions, and international finance.
- **Apply Financial Strategies:** Use financial theories and tools to analyze and resolve complex financial challenges in professional and organizational contexts.
- **Engage in Critical Thinking:** Critically assess the limitations and advantages of various financial strategies and models when applied to real-world scenarios.
- **Develop Practical Skills:** Gain hands-on experience through case studies and simulations that apply financial principles to realistic business situations.
- **Enhance Communication:** Articulate complex financial concepts clearly and effectively in written assignments, discussions, and presentations.

Major Topics Covered

Key topics include valuation, capital budgeting, risk management, capital structure decisions, dividend policies, international finance, mergers and acquisitions, and interactions between corporations and financial markets. Students will engage with two Harvard Business Review (HBR) case studies and two HBR simulations to apply theoretical concepts to real-world scenarios.

Course Structure

The course spans 16 weeks and is divided into 8 bi-weekly modules covering specific topics. Each module includes pre-recorded lectures, readings, and interactive assignments. Students will engage with course content outside of class at their own pace, within the guidelines indicated. Assessments include participation, problem sets, a midterm, bi-weekly quizzes, a midterm, and a final exam, designed to evaluate comprehension and application of financial principles.

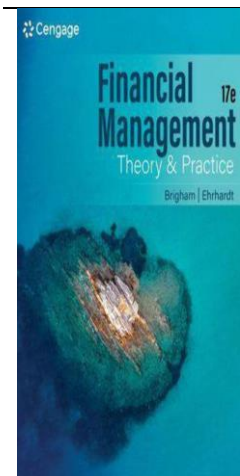
Learning Outcomes

1. Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct, and collaboration skills.
2. Learn how to use excel for complex financial problems.
3. Develop analytical and integrative skills to make informed business and financial decisions.
4. Understand the global operating environment of finance and its implications for corporate decision-making.
5. Produce innovative and integrative financial plans adaptable to uncertain and dynamic environments.
6. Demonstrate a robust understanding of financial disciplines and their practical applications.
7. Exhibit leadership skills in diverse financial decision-making situations and settings.

Course Requirements

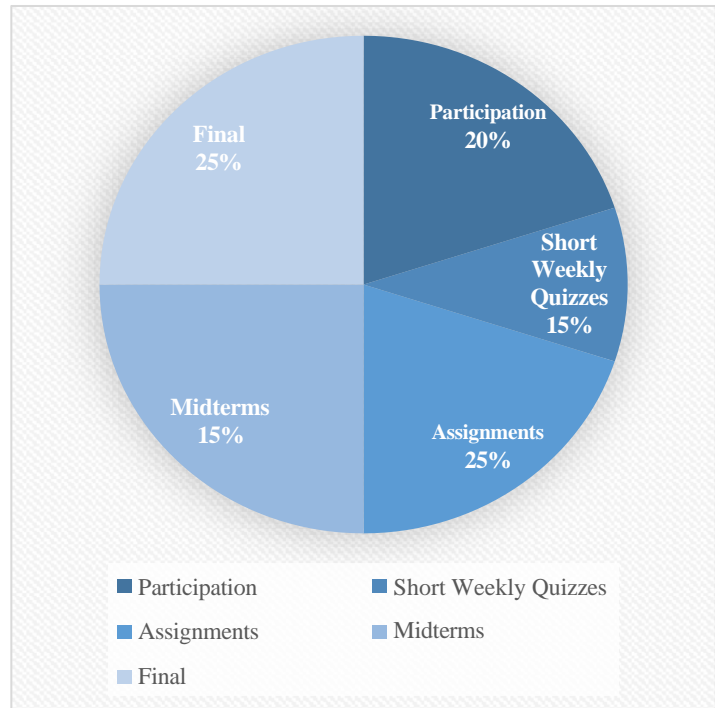
- **Required Texts / Resources**

- *Financial Management (17E): Theory and Practice by Brigham and Ehrhardt*
 - ISBN 13: **978-0357714485**
 - You can purchase this text on Cengage.com, Amazon or elsewhere. Print or Digital OK.
 - Purchase link:
<https://faculty.cengage.com/works/9780357714485?q=pricing-formats>
- **Accepi.com:** *This will be our main hub for assignments, quizzes, tests, etc. Registration link will be emailed.*
- **HBR: BUSPSY 330 CoursePack:** A few case studies / simulations / articles, etc available via HBR.org in digital form. Link to soon be provided on Canvas and email.
 - Details will be emailed by week 1



Grading Breakdown

- Participation... 20%
 - o Includes but not limited to:
 - Class Attendance and active participation
 - Viewing of materials on Canvas
 - Engagement in discussion forums
- Bi-Weekly Quizzes... 15%
 - o There will be short weekly quizzes that cover the reading material of our texts and studies. These quizzes will be on Accepi.
- Assignments... 25%
 - o Various miscellaneous assignments will be due every 2 weeks on Accepi.com and Canvas. These will include problem sets, simulations and ancillary submissions.
- Midterm...15 %
 - o A midterm given at approximately the half-way point (end of week 8).
- Final... 25%
 - o Details released after midterm and towards the end of the course.



** Canvas has a gradebook feature built in but does not reflect all details and nuances of the course grading schema (participation, peer evals, score adjustments, exact point totals given extra credit, etc) so it should not be taken as your final grade in the class. If you ever would like a sense of how you are doing in the class, reach out.*

Grading Scale:

Letter Grade	Percentage
A +	99% - 100%
A	93% - 98.9%
A -	90% - 92.9%
B+	87% - 89.9%
B	83% - 88.9%
B -	80% - 82.9%
C +	77% - 79.9%
C	73% - 78.9%
C -	70% - 72.9%
D +	67% - 69.9%
D	63% - 68.9%
D -	60% - 62.9%
F	All results below 60%

Schedule and assignments

Below is a tentative class schedule including our two tests. Assignments will be given weekly and will be posted to Canvas in advance of the due date. *(please consider the academic calendar for campus holidays when planning your schedule, <https://www.csuci.edu/calendars/index.htm>):*

TENTATIVE CLASS SCHEDULE (subject to change; omissions or amendments)

Module	Class Dates	Chapter(s)	Topic(s)
Module 1 Weeks 1-2	1/22: IP 1/29: O	1, 7	Intro to Financial Strategy Valuation
Module 2 Weeks 3-4	2/5: IP 2/12: O	3, 10	Company Financial Statements Capital Budgeting
Module 3 Weeks 5-6	2/19: IP 2/26: O	6, 11	Risk and Return Risk Analysis
Module 4 Weeks 7-8	3/5: IP 3/12: O	Review	Midterm Review
Midterm			
Module 5 Weeks 9-10	3/19 – OFF 3/26 – O	7-8	Capital Structure Financial Markets
Module 6 Weeks 11-12	4/2: IP 4/9: O	13-14	Corporations Dividend Policy
Module 7 Weeks 13-14	4/16: IP 4/23: O	17	International Finance

Module 8 Weeks 15-16	4/30: IP 5/7: IP	Review	Class Review / Presentations
FINAL TBA	Week of 5/9		

** While we will do our best to keep the above dates, modality is subject to change based on various factors. If you would like to utilize our classroom on days we are online, you are free to do that, but please use headphones so as not to distract others who might also be present.*

** Be sure to check Canvas posted every 2 weeks on Canvas for info about upcoming assignments, quizzes, discussion forums, exams, due dates, etc.*

Weekly Schedule with Topics Explored (topics will include but are not limited to those below)

Module 1: Introduction to Financial Strategy and Valuation

Week 1 (1/22, In-Person):

- Topics: Introduction to Financial Strategy (Chapter 1)
- Potential Activities (may shift):
 - Overview of financial principles and course objectives
 - Group discussion: "What defines a successful financial strategy?"
 - Assignment: Brief Quant Strategy Reflection

Week 2 (1/29, Online):

- Topics: Valuation (Chapter 7)
- Potential Activities (may shift):
 - Lecture on fundamental valuation techniques
 - HBR Case Study: Starbucks
- Due: Quiz 1, Problem Set 1, Discussion Forums, misc as listed

Module 2: Company Financial Statements and Capital Budgeting

Week 3 (2/5, In-Person):

- Topics: Understanding Financial Statements (Chapter 3)
- Potential Activities (may shift):
 - Lecture on analyzing company financial statements
 - Group activity: Financial statement analysis of a case study
 - Case Study: Microsoft's Reporting Strategy

Week 4 (2/12, Online):

- Topics: Capital Budgeting (Chapter 10)
- Potential Activities (may shift):
 - Lecture on investment decision-making
 - Simulation: Jetpack
- Due: Quiz 2, Problem Set 2, Discussion Forums, misc as listed

Module 3: Risk and Return; Risk Analysis

Week 5 (2/19, In-Person):

- Topics: Risk and Return (Chapters 6 & 11)
- Potential Activities (may shift):
 - Lecture on financial risk concepts
 - Case Study: Risk assessment in corporate finance

Week 6 (2/26,

Online):

- Topics: Risk Analysis
- Potential Activities (may shift):
 - Creative assignment: Designing a corporate risk management plan
- **Due: Quiz 3, Problem Set 3, Discussion Forums, misc as listed**

Module 4: Midterm Review and Exam

Week 7 (3/5, In-Person):

- Topics: Midterm Review
- Potential Activities (may shift):
 - Review session: Key topics and study strategies

Week 8 (3/12, Online):

- Topics: Midterm Exam
- Potential Activities (may shift):
- **Exam covering Modules 1–3 (Accepi / Canvas)**

Module 5: Capital Structure and Financial Markets

Week 9 (3/19): Spring Break (No Class)

Week 10 (3/26, Online):

- Topics: Capital Structure and Financial Markets (Chapters 7–8)
- Potential Activities (may shift):
 - Lecture: Corporate financing strategies and market dynamics
 - Discussion forum: The relationship between financial markets and capital structure
 - Case Study: Charlie Merrill and the Financial Supermarket Strategy
- **Due: Quiz 4, Problem Set 4, Discussion Forums, misc as listed**

Module 6: Corporations and Dividend Policy

Week 11 (4/2, In-Person):

- Topics: Corporations (Chapters 13–14)
- Potential Activities (may shift):
 - Lecture on corporate governance and financial decision-making
 - Group discussion: Case study on corporate structure

Week 12 (4/9, Online):

- Topics: Dividend Policy
- Potential Activities (may shift):
 - Debate: "To Pay or Not to Pay Dividends?"
 - Assignment: Analyzing a company's dividend history and strategy
 - Article: How financial engineering can Advance Corporate Strategy
- **Due: Quiz 5, Problem Set 5, Discussion Forums, misc as listed**

Module 7: International Finance

Week 13 (4/16, In-Person):

- Topics: International Finance (Chapter 17)
- Potential Activities (may shift):
 - Lecture on currency fluctuations, hedging, and global finance strategies

- Case Study:

Hong Kong – China or the World

Week 14 (4/23, Online):

- Potential Activities (may shift):
 - Simulation: Wine Country M and A
 - **Due: Quiz 5, Problem Set 5, Discussion Forums, misc as listed**
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Module 8: Class Review and Final Presentations

Week 15 (4/30, In-Person):

- Topics: Course Review
- Potential Activities (may shift):
 - Recap of major topics
 - Preparation for final presentations

Week 16 (5/7, In-Person):

- Topics: Final Presentations
- Potential Activities (may shift):
 - Group presentations on M&A case study
 - Class reflections

Potential Guest Speakers (pending availability)

Michelle Zabalak, MBA (Warner Bros)
Kelly Watson, PhD (CEO / Orange Grove Consulting)
Laura Romero, PhD (CEO / Consultant)
Dan Jacobs, JD. (Attorney at Law – Dept of Justice, emeritus)
Chris Luna, MBA. (LA Chamber of Commerce)
Martin Elliot, MBA. (CFO, Spanx)
Mario Estrada, (Founder, Hotsheets)

Attendance and Participation Policy

Attendance is required and part of your participation grade, both when class is in person and on zoom. You are expected to view the material as advised, and also to participate in discussion forums, simulations and other group assignments.

Resources for Students of All Abilities

If you are a student with a disability requesting reasonable accommodation in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall or call 805-437-3331. All requests for reasonable accommodation require registration with DASS in advance of needed services. You can apply for DASS services.

Civil Discourse

All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member.

Academic Dishonesty

By enrolling at CSU

Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code. If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please refer to [CSUCI's Academic Dishonesty Policy](#). All written assignments may be screened using Turnitin or a similar AI / plagiarism detection service that compare the work against a large database of past work.

Additional Student Resources

- ***Emergency Intervention and Basic Needs***

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please

visit the website for the most up-to-date information on the Basic Needs Program at CI:

<https://www.csuci.edu/basicneeds/>.

- ***Counseling and Psychological Services (CAPS)***

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support; or text "Hello" to 741741); you can also email us at caps@csuci.edu or visit our website at <https://www.csuci.edu/caps>.

- ***Writing & Multiliteracy Center***

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators. WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who want to talk about or wish to learn new skills in speaking in academic or online contexts. Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting <http://www.csuci.edu/wmc>.

- ***Title IX and Inclusion***

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on

the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

- ***Preferred Pronouns***

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the [Registrar's Gender Identity and Pronouns](#) page for instructions.

- ***Campus Tutoring Services***

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects and hours, go to: <http://go.csuci.edu/tutoring>.

- ***Digitally Accessible Course Materials--ALLY***

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to download most course files in the format that fits best with your learning needs; PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit Ally Support. Should you have any questions or experience issues while using ALLY, please contact [ITS Solution Center](#) at (805) 437-8552.

****THIS SYLLABUS IS SUBJECT TO CHANGE. I WILL DO MY BEST TO NOTIFY YOU IN ADVANCE.****