

FIN301 Business Finance

(3 credit hours)

Course Syllabus

Course Description

This course shall focus attention on the tools and concepts for financial decision making in five broad areas: financial management, valuation of financial assets, capital budgeting, capital structure, and working capital management. The study includes the time value of money, capital budgeting, sources of long-term capital and short-term financial management. Other topics will address financial ratio analysis, organization of financial markets, and international (global) finance.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Identify the different types of financial markets and the types of securities.
2. Analyze financial statements and evaluate company performance.
3. Explain how the time value of money works and calculate value of money at different points in time.
4. Examine the tradeoff between risk and return.
5. Identify different types of stocks and bonds. Compute their intrinsic value.
6. Practice the basics of capital budgeting.

Required Textbook(s) and Resources

Cornett, M., Adair, T., and Nofsinger, J. (2024). *M: Finance, 6th Edition*. McGraw-Hill.

A digital copy of your textbook is included with your DragonACCESS fees for this course. Use the DragonACCESS tool in Moodle to view your book.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Learning activities in this course span various interactive and analytical formats designed to deeply engage you with both theoretical and practical aspects of finance. The term-long project is a cornerstone of the course, where you will select a publicly traded company and conduct a series of detailed analyses across the semester. This project includes examining financial statements to compute key financial ratios, analyzing stock price fluctuations and historical performance, and assessing the company's working capital management against industry benchmarks. These activities will help you understand the practical implications of financial theories and enhance your ability to make informed financial decisions.

Additionally, the course features diverse activities like quizzes, multimedia presentations, and case studies to reinforce learning and application of concepts. Quizzes are frequent and can be retaken to improve retention, while presentations on topics such as global stock markets or bond markets develop your research and communication skills. Case studies and simulations provide hands-on experience with real-world financial scenarios, enabling you to apply classroom knowledge in practical settings. This blend of activities is designed to equip you with a robust understanding of business finance, preparing you for advanced financial analysis and decision-making in your career.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Forum Activity 1.1 (n/a)	(n/a)	(n/a)	(n/a)	(n/a)	(n/a)	(n/a)	(n/a)
Quiz Activity 1.2 (5)	Quiz Activity 2.1 (5)	Quiz Activity 3.1 (5)	Quiz Activity 4.1 (5)	Quiz Activity 5.1 (5)	Quiz Activity 6.1 (5)	Quiz Activity 7.1 (5)	35
(n/a)	Problem Set Activity 2.2 (25)	Problem Set Activity 3.2 (25)	Problem Set Activity 4.2 (25)	Problem Set Activity 5.2 (25)	Problem Set Activity 6.2 (25)	(n/a)	125
Assignments Activity 1.3 (40) Activity 1.4 (40)	Assignments Activity 2.3 (100)	Assignments Activity 3.3 (100)	Assignments Activity 4.3 (100) Activity 4.4 (60)	Assignments Activity 5.3 (100)	Assignments Activity 6.3 (100)	Assignments Activity 7.2 (100) Activity 7.3 (100)	840
85	130	130	190	130	130	205	1000

Grading Scale

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: <60%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Start Here

- MON: Activity 1.1: Course Anticipation

Week 1 - Introduction to Financial Management and Financial Markets

- WED: Activity 1.1: Course Anticipation – Optional Follow Up
- WED: Activity 1.2 Financial Management/Markets Quiz
- SAT: Activity 1.3: Financial News Analysis
- SUN: Activity 1.4: Exploring Global Stock Markets

Week 2 - Financial Statements Analysis

- WED: Activity 2.1 Financial Statements Quiz
- SAT: Activity 2.2: Problem Set - Financial Statements
- SUN: Activity 2.3: Financial Statement Analysis

Week 3 - Time Value of Money (TVM)

- WED: Activity 3.1: Time Value of Money (TVM) Quiz
- SAT: Activity 3.2: Problem Set - TVM
- SUN: Activity 3.3: Retirement Planning

Week 4 - Risk and Return

- WED: Activity 4.1: Risk-Return Quiz
- SAT: Activity 4.2: Problem Set - Risk and Return
- SUN: Activity 4.3: A Timeline of Returns
- SUN: Activity 4.4: Exploring the Bond Market

Week 5 - Valuation of Stocks and Bonds

- WED: Activity 5.1: Valuation Quiz
- SAT: Activity 5.2: Problem Set - Estimating Values
- SUN: Activity 5.3: Company Performance Evaluation

Week 6 - Capital Budgeting Techniques

- WED: Activity 6.1: Capital Budgeting Quiz
- SAT: Activity 6.2: Capital Budgeting Excel Simulation
- SUN: Activity 6.3: Capital Budgeting Case Study

Week 7 - Working Capital Management

- WED: Activity 7.1: Working Capital Quiz
- SAT: Activity 7.2: Working Capital Presentation
- SUN: Activity 7.3: Working Capital Reflection

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.
 - Complete assignments as described in rubrics or other instructions.
 - Submit all work on time and in the specified format (e.g. APA format for citations).
 - Utilize and incorporate instructor provided feedback to improve your work.
 - Ask questions so you can better understand course material or assignments.
 - Use the highest standards of intellectual honesty and integrity. For more information, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
 - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."

- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
 - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
 - provide constructive feedback that indicates the strengths and weaknesses of your work and provides suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations (Disability Services)

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at disabilityservices@tiffin.edu or by calling 419-448-3021.

Technical Support

For Moodle support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

Veterans

The Veteran and Military Resource Center assist veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement

efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.