

FIN 340 Principles of Business Finance**Credit Hours per week :**

Lecture: 3 hours/week, may be taught also hybrid or online.

Lab: 0

Other: none

Catalog Course Description: The role of financial management in business enterprises: financial analysis; planning for short-term and long-term financing; budgeting and current asset management are topics covered in this course.

Prerequisite: College Level Mathematics, ACCT 202, ECON 202, Admission to BSBA or BASBA program.

Co-requisites: none

Course learning Outcomes: Upon successful completion of this course, students will be able to:

- Explain Managerial Finance Theory and Practice.
- Analyze and interpret financial data and utilize this data and other data to make decisions using problem solving techniques and critical thinking skills.
- Become familiar with financial tools and techniques of decision making in finance.
- Understand the characteristics of financial markets and instruments and be conversant in financial technology.
- Understand the finance function within business organizations.
- Be able to analyze and interpret financial information so one can make effective and informed business decisions.
- Explain investment decision making and project selection using financial decision making.

Topics to be studied:

- Introduction to Financial Management
- Financial Statements, Taxes, and Cash Flow
- Working with Financial Statements
- Time Value of Money
- Discounted Cash Flow Valuation
- Interest Rates and Bond Valuation
- Equity Markets and Stock Valuation
- Net Present Value and Feasibility Studies
- Project Evaluation and Investment Selection Techniques
- Making Capital Investment Decisions
- Lessons from Capital Market History
- Risk & Return
- Cost of Capital

Relationship of Course to Program or Discipline Learning Outcomes:

(BASBA) Program Outcomes	
<i>Accounting and Financial Management Concentration (AFM):</i>	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing including complex report generation. 	X
<ul style="list-style-type: none"> Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business. 	
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities. 	X
<ul style="list-style-type: none"> Build on the accounting---related competences developed in the AAS program and interpret and analyze accounting information for internal control, planning, and performance evaluation. 	
<ul style="list-style-type: none"> Demonstrate knowledge of generally accepted accounting principles and procedures and apply these to financial reporting situations. 	
<ul style="list-style-type: none"> Demonstrate knowledge of the global business environment and how financial reporting differs from the United States to other countries. 	X
<ul style="list-style-type: none"> Demonstrate an ability to communicate financial results to various stakeholders that increases the understanding of the financial situation of the organization. 	X
<ul style="list-style-type: none"> Function as a member of a financial planning team and provide support to other areas of the organization requiring timely financial data. 	X
<ul style="list-style-type: none"> Demonstrate an understanding of the ethical responsibilities of those in accounting practice and the importance of strong ethical standards to the functioning of the financial world. 	X

Bachelors of Science in Business Administration	
(BSBA) Program Outcomes	
<i>Accounting Specialization (ACCT):</i>	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing including complex report generation. 	X
<ul style="list-style-type: none"> Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective. 	X
<ul style="list-style-type: none"> Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business. 	X
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities. 	X
<ul style="list-style-type: none"> Interpret and analyze accounting information for internal control, planning and performance evaluation. 	
<ul style="list-style-type: none"> Demonstrate knowledge of generally accepted accounting principles and procedures and apply these to financial reporting situations to corporate and board of directors' level executives. 	
<ul style="list-style-type: none"> Be able to demonstrate knowledge of the global business environment and how financial reporting differs from the United States to other countries. 	X
<ul style="list-style-type: none"> Demonstrate an ability to communicate complex auditing procedures and apply auditing techniques to provide assurance of the validity of financial reporting. 	
<ul style="list-style-type: none"> Demonstrate an understanding of the United States Income tax code and how to research complex tax situations to provide maximum benefit to the organization. 	
<ul style="list-style-type: none"> Be able to demonstrate an understanding of the legal environment of business. 	
<ul style="list-style-type: none"> Be able to demonstrate an understanding of the ethical responsibilities of those in accounting practice and the importance of strong ethical standards to the functioning of the financial world. 	X

• Be admission-ready for a Master of Business Administration program if desired.	X
• Be ready to sit for the Certified Public Accountant (CPA) exam if desired.	

Associate of Science in Business Administration (AS/BA) Program Outcomes:

Relationship of Course to General Education Learning Outcomes:	
• Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	
• Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
• Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
• Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
• Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
• The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

Special projects the course:

- N. A.

Additional Information

- N.A.

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