

Jacksonville University

Financial Market and Institution

FIN 301 Fall 2016

**Tuesday, Thursday 9:30AM - 10:45AM**

**Room 114**

Instructor: Professor Maggie Foley

Office: **118A** DCOB

Office Hours: Tuesday and Thursday 11：00-12:00, Wednesday 2:00 – 5:00 pm and by appointment

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***Vision***

Our vision for the Davis College of business is to be recognized as an institution that cultivates global leaders who positively influence and serve their communities, business and nation.

***Mission***

Our mission is to deliver a high quality educational program that develops leaders who create and promote ideas with a strategic mindset; demonstrate their business expertise; lead organizations toward economic success; and exhibit the highest standards of professionalism and ethics.

***Core Mission Values***

1. We are committed to supporting continuous personal, professional and leadership development of our students, alumni, and community members.
2. We support progressive and meaningful research, creative activity, and knowledge dissemination. We celebrate excellence in teaching.
3. We strive to become thought-leaders in global management education based on our active pursuit of global partners in business and education
4. We recognize the value of ethnic and cultural diversity and welcome and respect people of differing backgrounds, beliefs, and points of view.
5. We value and foster mentoring relationships and shared responsibility for learning.
6. We embrace and explore technology as a means of enhancing and delivering management instruction in order to increase flexibility for our students and expand our academic outreach.
7. We actively seek partnership opportunities with the corporate community in order to enrich the educational experience of our business students and promote the practical relevance of our college.

***Learning Goal***

LG1 Business Expertise: Students will have competencies in

LO 1-1: Accounting

LO 1-2: Economics

LO 1-3: Finance

LO 1-4: Management

LO 1-5: Marketing

LG2 Communication skills: Students will be competent in the verbal and written skills necessary for business communication

LO 2-1: Students will demonstrate oral presentation skills using appropriate visual aids

LO 2-2: Students will demonstrate effective written communication skills. (Assignments may include, but are not limited to business correspondence report writing, essays, case analysis or research)

LG4 Critical thinking

LO 4-1: Students will summarize key information, issues and/or problems using appropriate evidence.

LO 4-2: Students will discuss conclusions, implications and consequences.

LG6 Ethical issues awareness

LO 6-1: Students will be able to identify ethical issues involved in business affairs and problematic situations.

LO 6-2: Students will demonstrate knowledge of the consequences of unethical behavior and illegal business behavior.

COURSE DESCRIPTION

This is an introductory class to finance and will therefore, be basic and broad. The class will introduce topics such as the time value of money, stock and stock valuation, bond valuation, efficient market hypothesis, project valuation, and behavioral finance, among others.

COURSE OBJECTIVES

After completing this course, students are expected to competently:

1. Understand modern portfolio theory, which is the foundation of finance.
2. Ability to analyze and solve time-value-of-money problems.
3. Ability to apply the discounted cash flow model to value debt and equity securities.
4. Understand and apply the different models to evaluate capital budgeting projects.

Personal Philosophy of Teaching and Learning

To me, learning is fun. I think that all college students should feel this way about learning. A good instructor makes this happen by making the class clear and interesting, by giving students opportunities for inquiry and rewarding them for critical thinking.

To make the class clear and interesting, I focus on conveying the material to the students through real world examples. This equips the students their text book knowledge in a constantly changing world. I believe in using group discussions, in-depth term projects and students’ presentations. I encourage students to ask questions, because those questions help identify where students’ are having difficulty, and helps to keep them interesting in the class.

REQUIRED TEXT

The required text for this course is:

Foundations of Finance, eighth Edition

by Keown, Martin and Petty

ISBN-13: 978-0-13-299487-3

You will also need a **financial calculator or a laptop (highly recommend)**. Standard scientific or financial calculators are permitted for all exams. Calculators that store text are not permitted.

RESOURCES

*Class website:*

[www.jufinance.com/fin301\_17s](http://www.jufinance.com/fin301_17s)

Or search for the class website from the main website [www.jufinance.com](http://www.jufinance.com)

METHOD OF INSTRUCTION

The structure of the class is a mix of lectures and discussion of the material. A guest speaker from Merrill Lynch will give us lecture regarding careers in the financial market. Exact date and time will be announced.

NOTES REGARDING ASSIGNMENTS AND WORKLOAD

## Exams

Three mid exams and one final comprehensive exam will be given during the semester. Exams are closed book and closed note. The exams will include material from assigned readings and class discussions. Your attendance in class will help ensure that you do not miss any pertinent information. The exams may include multiple choice questions, short answer questions (baby essays), and “fill in the blank” questions.

As exams approach, I will provide more information as to what types of questions you should expect. Also, note that the material we cover in the earlier exams provides a basis for understanding the material in the remainder of the course.

*Homework*

There will be several homework sets assigned during the semester. Homework due dates are specified during the course work. Homework is due at the beginning of class. The goal of homework is to help your understanding of the material. Note that questions similar to the homework may appear on exams – so it is important that you understand how to work problems by yourself. Submitted work must be legible.

COURSE GRADING

## Assignments (option 1, highly recommend)

3 Mid Term 40%

Final (Comprehensive) 40%

Homework 15%

Quizzes 5%

Extra Credit ?%

## Assignments (option 2)

3 Mid Term 55%

Final (Comprehensive) 40%

Quizzes 5%

Extra Credit ?%

## Assignments (option 3)

3 Mid Term 60%

Final (Comprehensive) 40%

Extra Credit ?%

### Class Activities/Participation/Attendance

Active and regular participation in class and within your team will be critical to your success. This includes asking questions, answering questions, and in general being involved. Attendance is expected of all students as part of the learning process is interacting with others. On that note, it’s impossible for me, your team members, or fellow classmates to further your learning if you aren’t even in class. Class will begin and end at the designated times

COURSE GRADING SCALE

A 90 - 100% B 80– 87.5% B+ 87.5 – 89%

C+ 77.5 – 79% C 70 – 77.5% D+ 67.5 – 69%

D 60 – 67.5% F 0 – 59%

## LATE OR MISSED ASSIGNMENTS OR EXAMS

Make-up exams are not offered in this course. Religious observances and emergency situations will be evaluated on an individual basis and must be accompanied by valid documentation.

### Changes/Additions to Syllabus

This syllabus may be changed at any time during the semester. All changes/additions will be announced in class.

### ACADEMIC MISCONDUCT

Jacksonville University students are expected to contribute to the development and sustenance of a community characterized by respect, caring and honesty. The academic honor system of Jacksonville University is based on the premise that each student is expected to adhere to the highest standard of academic honesty.

<http://www.ju.edu/greenpages/Pages/University-Policies.aspx>

### SPECIAL NEEDS

<http://www.ju.edu/greenpages/Pages/University-Policies.aspx>

### CHANGES/ADDITIONS TO SYLLABUS

COURSE WITHDRAWAL

<http://www.ju.edu/registrar/Pages/Grading-Information.aspx>

<http://www.ju.edu/registrar/Pages/Forms.aspx>

UNIVERSITY WITHDRAWAL

<http://www.ju.edu/registrar/Pages/Grading-Information.aspx>

<http://www.ju.edu/registrar/Pages/Forms.aspx>

MEDICAL WITHDRAWAL

<http://www.ju.edu/greenpages/Pages/University-Policies.aspx>

<http://www.ju.edu/registrar/Pages/Forms.aspx>

PLAGIARISM POLICY

<http://www.ju.edu/ctl/Pages/Academic-Integrity.aspx>

**Tentative Calendar**

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| --- | --- | --- |
| **Week** | **Date** | **Chapters** |
| Week1 | Tuesday, 1/10 | Introduction |
|  | Thursday, 1/12 | Chapter 1,2 |
| Week 2 | Tuesday, 1/17 | Chapter 5 |
|  | Thursday, 1/19 | Chapter 5 |
| Week 3 | Tuesday, 1/24 | Chapter 5 |
|  | Thursday, 1/26 | Chapter 6 |
| Week 4 | Tuesday, 1/31 | Chapter 6 |
|  | Thursday, 2/2 | Chapter 6 |
| Week 5 | Tuesday, 1/31 | **First mid term** |
|  | Thursday, 2/2 | Chapter 3 |
| Week 6 | Tuesday, 2/7 | Chapter 3 |
|  | Thursday, 2/9 | Chapter 3 |
| Week 7 | Tuesday, 2/14 | Chapter 4 |
|  | Thursday, 2/16 | Chapter 4 |
| Week 8 | Tuesday, 2/21 | Chapter 4 |
|  | Thursday, 2/23 | **Second Mid Term** |
| Week 9 | Tuesday, 2/28 | Chapter 7 |
|  | Thursday, 3/2 | Chapter 7 |
| Week 10 | Tuesday, 3/7 | Chapter 7 |
|  | Thursday, 3/9 | Chapter 8 |
| Week 11 | Tuesday, 3/14 | Chapter 8 |
|  | Thursday, 3/16 | Chapter 8 |
| Week - | Tuesday, 3/21 | **Spring break** |
|  | Thursday, 3/23 | - |
| Week 12 | Tuesday, 3/28 | Review |
|  | Thursday, 3/30 | **Third Mid Term** |
| Week 13 | Tuesday, 4/4 | Chapter 9 |
|  | Thursday, 4/6 | Chapter 9 |
| Week 14 | Tuesday, 4/11  Thursday, 4/13 | Chapter 10  Chapter 10 |
| Week 15 | Tuesday, 4/18 | Chapter 10 |
|  | Thursday, 4/20 | Review |
| Week 16 | Comprehensive Exam |  |

**Note: This is a tentative schedule. Alterations will most likely be made.**

***“Professional Results In Daily Efforts Program”***

***(P.R.I.D.E.)***

*“We the students and faculty of the Davis College of Business understand learning is a process of interaction, partnering, and collaboration. To create the learning environment necessary to produce the future generators of sustainable value for business and society at large, we understand we must focus our daily efforts to achieve lasting success. Therefore, as indicated by my signature below, I agree to support the tenets and professional behaviors of the P.R.I.D.E. program outlined below applicable to my position within the Davis College of Business.”*

***As DCOB Faculty****, you can count on us to:*

1. *Treat each student in a fair and equitable manner*
2. *Come to class prepared*
3. *Start and end class on-time*
4. *Honor office hours*
5. *Make required text books and reading materials relative to the material taught*
6. *Use a proper mix of IT and lecture (Blackboard)*
7. *Return assignments in a timely manner*
8. *Allow peer review to reduce “free-riders” on team projects*

***As DCOB Students****, you can count on us to:*

1. *Respect everyone’s right to have a positive academic experience*
2. *Respect other students’ property*
3. *Respect other students’ cultures and opinions*
4. *Support academic integrity*
5. *Be enthusiastic and productive members of team projects*
6. *Come to class on-time*
7. *Come to class prepared*
8. *Be attentive and participate*
9. *Turn assignments in on-time*
10. *Respect others by not having real or virtual side conversations*
11. *Turn off electronic devices during class*
12. *Dress appropriately*

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Please Print Name

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### Signature

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# Date