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**FIN 534**

**Optimizing Financial Performance**

**Jacksonville University**

**Spring 2015**

**Monday 6:00 – 9:30**

**Room 117**

**Vision:** Educate and train global leaders to positively influence and serve their communities.

**Mission:** We deliver high quality educational programs that build leaders who can **create and promote ideas** with a **strategic mindset**; demonstrate **business expertise; lead organizations** toward economic success; and demonstrate the **highest standards of professionalism and ethics.**

**Instructor:** Professor Maggie Foley

**Office: 118A** DCOB

**Office Hours:** Monday, Wednesday, and Thursday, 2-5 pm and by appointment

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806-317-6882 (cell)

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***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.

# Course Description

To facilitate understanding of the nature of the corporation, its financial operations and decisions, and the pursuit of its goals in the local/domestic market and the global system. Critical issues examined include: firms typology, firm objectives, corporate governance, Dodd Frank Act, key accounting issues, valuation techniques (including present value and future value), corporate bond valuation and management, valuation, management, interest rate risk, nature of corporate stock issues, the CAPM (capital-asset pricing model), beta, the APTM (arbitrage pricing theory model), risk hedging and diversification strategies, selling corporate securities to the public, corporate dividends and dividend policy, the significance of financial markets, key financial institutions, efficient markets hypothesis (EMH), other dimensions of corporate finance, financial market determination of interest rates.

***Student responsibilities include***

Learning and taking detailed class notes, textbook readings, assigned readings (articles), timely completion of assignments, regular class attendance, and assimilation of all lecture materials:

# Required Text

There is no text book required for this class. Reading assignments will be distributed in class.

**Class Website**

[www.jufinance.com/fin534\_15s](http://www.jufinance.com/fin534_15s)

# Grading

## **Assignments**

2 Exams 60%

Homework 10%

Term Project 30%

Extra Credit ???

## **Scale**

A 90 - 100% B 80– 89.5%

C 70 – 79.5% F 0 – 69%

## **Exams 60%**

Two exams 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 and short answer questions (baby essays).

Exams later in the semester will tend to focus on new material. 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 10%

There will be several homework sets assigned during the semester. Homework due dates are specified during the course work. Homework is generally 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. If I cannot read your work it will receive a grade of zero.

**Term Project 30%**

There are two projects assigned during the semester. Details will be given when the relevant materials are covered.

**Extra Credit**

Extra credit will be determined and announced during regular class meetings.

## **Late or Missed Assignments and 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.

### 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.

Academic misconduct is defined as: any form of cheating, including concealed notes during an exam, copying or allowing others to copy during an exam, submission of another person’s work for evaluation, preparing work for another person’s submission, unauthorized collaboration on an assignment, submission of the same or substantially similar work for two courses without the permission of the professors, as well as, plagiarism. (*JU 2004-2005 Academic Catalog*). Any violations of these standards will not be tolerated and will be punished to the fullest extent possible under University policy.

### Special Needs

The Jacksonville University and the Davis College of Business are committed to meeting the needs of all students. If you have a disability or are in need of special assistance, please provide medical and/or psychological documentation of the disability to the Student Life Office. This office will provide you with documentation that should be given to Dr. Matrecia James directly so that your needs can be appropriately met.

### Food/Drink

College policy prohibits all food and drink in the classroom.

### Changes/Additions to Syllabus

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

**Topics we will likely cover this semester**

**Tentative Calendar**

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| **Week** | **Chapters** |
| Week1 - 3/2/14 | Discussion of financial market in general  Discussion of Dodd Frank Act and changes in the market  General discussion on Risk and Return |
| Week 2 - 3/9/14 | Interest Rate Risk, Bond Market, Bond Evaluation |
| Week 3 - 3/16/14 | Stock Market, Stock Evaluation |  |
| *Week 4*- 3/23/14 | ***Mid Term*** |
| Week 5 - 3/30/14 | Portfolio theory |
| Week 6- 4/6/14 | Capital Budgeting and Capital Structure Decision |
| Week 7 – 4/13/14 | Dividend Policies, Corporate Governance Issues |
| *Week 8*- 4/20/14 | ***Final and Project Due*** |

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