

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

FSMA210 – INTRODUCTION TO FINANCE

CIP Code: 52.0801

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

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**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT**

FALL 2024

- A. **TITLE:** Introduction to Finance
- B. **COURSE NUMBER:** FSMA210
- C. **CREDIT HOURS:** Three lecture hours per week for 15 weeks (3 credits)
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Both
- G. **COURSE DESCRIPTION:** This introductory course covers fundamental elements of business finance. Discussions include the concepts of financial analysis, time value of money, security valuations, risk and return, capital budgeting, and other issues in corporate decision-making.
- H. **PRE-REQUISITES/CO-REQUISITES:**
a. Pre-requisite (s) - (CITA 108 or CITA 110) and (GER Math or ACCT 101) or permission of Instructor
b. Co-requisite (s): None
c. Pre- or co-requisite (s): None
- I. **STUDENT LEARNING OUTCOMES:**

<i>Course Student Learning Outcome [SLO]</i>	<i>PSLO</i>	<i>GER</i>	<i>ISLO</i>
a. Compute common financial ratios and utilize these ratios to evaluate the performance of a corporation	2	None	2 [CA]
b. Calculate time value of money	1	None	5
c. Apply fundamental concepts in the analysis of common financial instruments such as loans, corporate bonds and common stocks	2	None	2 [IA]
d. Describe concepts of risk, and risk-return tradeoff	2	None	2 [CA]
e. Solve basic capital budgeting problems	2	None	2 [CA]

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills

	<i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes ___X___ No _____

K. **TEXTS:**
Ross, S.A., Westerfield, R. A., and Jordan, B.D., (2024). *Fundamentals of Corporate Finance*, **ISBN10:** 1265066833 | **ISBN13:** 9781265066833, New York, NY: McGraw Hill Higher Education

L. **REFERENCES:**
Brigham, E.F., and Houston, D.F., *Fundamentals of Financial Management*, Independence, Kentucky, Cengage Learning

M. **EQUIPMENT:** Computer classroom, access to company financial statements, *Wall Street Journal*, and computer internet access.

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Exams
- Quizzes
- Homework
- Participation

P. **DETAILED COURSE OUTLINE:**

- I. An Overview of Financial Management
 - A. Career opportunities in finance
 - B. Alternative forms of business organizations
 - C. Responsibilities of the financial managers
 - D. Goal of the corporation
 - E. Agency relationship
- II. Financial Statements, Cash Flow, and Taxes
 - A. Financial statements and reports
 - B. Net cash flow
 - C. Modify accounting data for managerial decisions
 - D. Market Value Added (MVA) and Economic Value Added (EVA)
 - E. The federal income taxation system
- III. Analysis of Financial Statements
 - A. Ratio analysis
 - B. Comparative ratios and “benchmarking”
 - C. Trend analysis

- D. The Du Pont equation
- E. Uses and limitation of ratio analysis
- IV. The Financial Environment: Markets, Institutions, and Interest Rates
 - A. Introduction to financial markets
 - B. Introduction to financial institutions
 - C. The stock market
 - D. The cost of money
 - E. Determinants of market interest rate
 - F. The term structure of interest rates
 - G. Factors influence the level of interest rate and the shape of yield curve
 - H. Interest rate and business decisions
- V. Risk and Rates of Return
 - A. Expected rate of return
 - B. Risk
 - C. Risk aversion and required returns
 - D. Diversification
 - E. Capital Asset Pricing Model (CAPM) and Security Market Line (SML)
 - F. Factors that influence the shape of SML
 - G. Physical assets versus securities
- VI. Time Value of Money
 - A. Time line
 - B. Future value (FV) and compounding
 - C. Present value (PV) and discounting
 - D. Interest rates
 - E. Amortized loans
- VII. Bonds and Their Valuation
 - A. Common key characteristics of bonds
 - B. Bond valuation
 - C. Bond yield
 - D. Bond risk
 - E. Corporate bond
 - F. Bond markets
- VIII. Stocks and Their Valuation
 - A. Legal rights with stock ownership
 - B. Stock valuation
 - C. Common stock market
 - D. Stock market equilibrium
 - E. Preferred stock valuation
- IX. The basic of capital budgeting
 - A. Capital expenditure motives
 - B. Capital budgeting decision rules
 - C. Comparing capital budgeting methods
 - D. Making capital budgeting decisions
- X. Other advanced Financial Management topics

- A. Cost of capital
- B. Capital structures and leverage
- C. Corporate dividend policy
- D. Short-term financial planning

Q. **LABORATORY OUTLINE:** None