



FIN 320F Foundations of Finance Fall 2016 Unique Number 03690

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Office Hours: While this is an on-line course, many of you are on campus and are welcome to visit me. I'm generally in every day so please email me if you'd like to come by.

Course Description

This course develops your ability to use economic decision tools in a market environment. Making good economic decisions involves integrating behavioral, economic, accounting and political information into a qualitative and quantitative decision process. This valuation approach is essential for all market participants, including investors, governments, and non-profits.

This course is consolidated with other sections of Fin 320F: 03695 and UT Extension.

Course Concepts

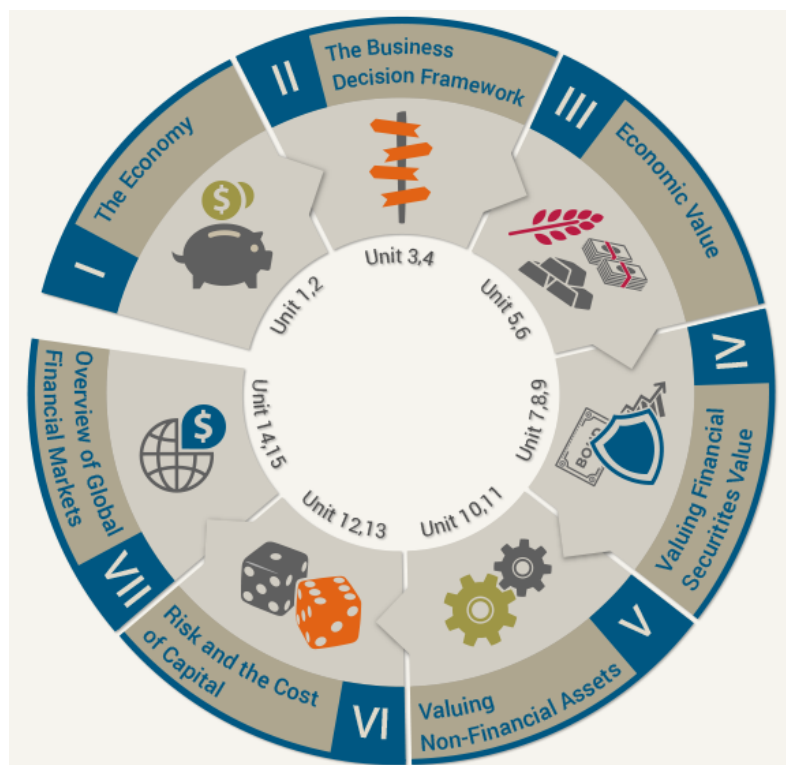
A market is a structure within which individuals and institutions buy and sell goods and services. This is a simple concept. However, this concept has big implications for those making economic decisions. The following issues will be woven into this course:

- **Market values:** Choice and competition affect all decisions, even those that may appear strictly internal to the company or not to involve profit at all. Business managers must value projects from the viewpoint of those outside of the company (investors and customers) whose choice determines the company's survival and profitability. Non-profits and governments must obtain resources from markets and use those assets to produce the most value for their stakeholders.
- **Cash flow:** Cash is truly king! Market decisions are based on expected future cash flow.
- **Time value of money:** A dollar received today is worth more than a dollar received in the future. Decision makers must use interest rates to compare investments made in the current period with cash inflows expected to be received at a future point in time.
- **Risk:** A bird in the hand is worth two birds in the bush. Decision makers (and, especially, individuals planning for retirement) face huge uncertainty, and must understand the difference between expected and realized returns!
- **Opportunity cost:** All projects must provide an acceptable rate of return. This return, often called the required rate of return, or the discount rate, is the opportunity cost. The opportunity cost is the basis for all decisions.

Course Materials: Our course is supported by a learning system called McGraw Hill Connect. You will receive instructions on how to purchase these materials in another part of the Syllabus module.

This syllabus is the formal academic contract between us. Please review the following appendices for the details of the course and let me know if you have any questions.

Appendix 2: Course Structure



The seven parts of our course take you from human decision making, through markets and the companies that compete in them, to the major decisions that managers must make. Each part contains two or three Units that cover specific elements of the major concept.

Part I: The Economy: Market participants operate in a complex social, legal, political, and behavioral environment. Decision makers must understand how this environment determines the structure and goals of businesses.

Unit 1: Human Nature and Economic Activity

Main Issue: What forces shape corporate decision-making?

Comments: All organizations, business, governments, NGOs, religions, etc. are composed of humans. This unit builds an understanding of human nature to explain markets and profit.

Unit 2: Human Nature and the Ethics of Decision Making

Main Issue: What ethic guides economic decision-making?

Comments: Unit 2 builds on Unit 1 and defines the ethical framework in which market/ business decisions are made. Surprisingly, business ethics is not an oxymoron!

Part II: The Business Firm: Business information is organized into financial statements, “The Books”, which provide measures of value and performance.

Unit 3: Structuring the Business Firm

Main Issue: What is the goal of a business?

Comments: Our understanding of human nature, markets, and ethics helps define the goal of a business and how it’s governed.

Unit 4: The Accounting Framework

Main Issue: How are managerial decisions reflected in the accounting statements?

Comments: Managers use two information systems: accounting and economic. These are interrelated and you can’t understand one without the other. In this unit you see how major managerial decisions are reflected in the balance sheet and income statement.

Part III: Economic Value: Market prices are based on expectations of future. Decision makers must

estimate the future cash inflows and outflows resulting from their decisions and use economic decision rules—Net Present Value and Internal Rate of Return—to identify the best decisions.

Unit 5: Economic Value

Main Issue: What is it worth?

Comments: Market participants use the process of economic valuation to determine how much they will pay for an asset. Managers use cost/benefit analysis to compare this value to the cost of undertaking in the investment.

Unit 6: Applying Time Value Techniques

Main Issue: How do managers analyze cash flows through time?

Comments: Time value analysis is made practical by introducing multiple cash flows, annuities, perpetuities, and compounding.

Part IV: Valuing Financial Securities: Companies, governments, and not-for-profit entities raise capital by issuing financial securities—stocks and bonds. The market values of these securities are determined by the investors' view of future cash flows.

Unit 7: Valuing the Corporation

Main issue: How do investors value a corporation?

Comments: This unit lays the foundation for all of our future work by developing the economic balance sheet and linking real assets and financial assets. It also defines important elements of the capital markets.

Unit 8: Valuing Bonds

Main issue: How do investors value bonds?

Comments: Current bonds outstanding in the world are worth tens of trillions of dollars.

Understanding bonds and their risks are essential for understanding the economy and raising capital.

Unit 9: Valuing Equity

Main Issue: How do investors determine stock prices?

Comments: The stock price is the major connection between the corporation and its stockholders. It is also a measure of how well the company is doing.

Part V: Valuing Non-financial Assets: Every business or organization must invest in long-term productive projects—plant, equipment, technology, major marketing campaigns, outsourcing, offshoring, and more. Project evaluation involves the application of economic decision rules—NPV and IRR—to measure the cost-benefit tradeoff of the project.

Unit 10: Capital Budgeting Investment Decision Rules

Main Issue: How can managers identify wealth-increasing projects?

Comments: Unit 5 introduced two important decision rules: NPV and IRR. This Unit expands your understanding of these rules and introduces other evaluation methods.

Unit 11: Capital Budgeting Cash Flow Analysis

Main Issue: How do managers identify and organize cash flows for analysis?

Comments: Capital budgeting decisions are focused on incremental changes in the organization. Managers must be able to identify what cash flows are relevant for these decisions and how to place these cash flows on a project time line.

Part VI: Risk and the Cost of Capital: This part shows how the risk-adjusted opportunity cost, more commonly called the discount rate or cost of capital, is calculated.

Unit 12: Risk and the Opportunity Cost

Main Issue: How do managers calculate the opportunity cost for a project?

Comments: This unit formally quantifies the opportunity cost, which is at the heart of economic decision making.

Unit 13: Risk and the Cost of Capital

Main Issue: How do managers use security prices to determine a project's opportunity cost?

Comments: The cost of capital is the rate of return that investors require from their investment in a company. This cost of capital can in many cases be used as the discount rate for corporate projects. This unit takes this concept and quantifies it through the Weighted Average Cost of Capital.

Part VII: The Global Environment: Investors generally do not hold just one security; they hold a portfolio of different securities from different classes of investment. Investment management focuses on the securities to hold and how to combine them into investment portfolios, and does this in a system of global economies and markets.

Unit 14: The Investment Management Framework

Main Issue: How does an investor invest?

Comments: Investment management theory guides the decisions regarding which securities to hold and how to combine these securities and other assets into investment portfolios.

Unit 15: The Global Environment

Main Issue: How does the global political and economic environment shape economic decisions?

Comments: This unit uses the balance of payments and exchange rates to define the risks and opportunities of operating in global markets.

Appendix 3: Assignments

The course grade consists of 1,000 points based on three types of evaluations:

Three short essays totaling 140 points. While you may use course and other resources, you must do these exercise on your own without help from others.

Forty LearnSmart Assignments, each worth between 5 and 10 points, totaling 265 points. These integrative, adaptive assignments combine study and practice and give you prompt feedback on your understanding of the material. Please see the [LearnSmart Connect Student Best Practices](#) for more information.

Thirteen Unit Quizzes, each worth between 45 and 60 points, totaling 595 points. The quizzes consist of verbal and quantitative multiple-choice questions.

- You are allowed only one attempt on the Unit Quizzes.
- They are timed exercises: once you begin the clock starts and you must complete them.
- You may use a calculator and a self-created note sheet, but will not have access to the eBook or SmartBook exercises.
- Direct or indirect assistance from any individual(s) is(are) **STRICTLY PROHIBITED** and is an unequivocal violation of the McCombs School of Business Code of Ethics and University’s policy on Academic Dishonesty and Cheating.

Assignment Deadlines

To give you maximum flexibility in managing your time, I’ve established only seven deadlines that correspond to the seven parts of our course. By the deadline for each part, you must have completed all of the assignments in that part. At the designated day/time all graded assignments for that Part will be closed, and any work submitted after the deadline will receive a “0” grade. These deadlines are the latest submission date, and I encourage you to complete the assignment prior to the last minute.

The due time is 10pm local Austin time on each specified date.

Date	Part to be complete
Sunday, Sept 4	Part I: The Economy
Sunday, Sept 18	Part II: The Business Decision Framework
Sunday, Oct 2	Part III: Economic Value
Sunday, Oct 23	Part IV: Valuing Financial Securities
Sunday, Nov 6	Part V: Valuing Non-financial Assets
Sunday, Nov 20	Part VI: Risk and the Cost of Capital
Friday, Dec 2	Part VII: The Global Environment

Extension: There are no extensions of the deadlines. As you do not have to be at a specific place at a specific time there should be no reason for you not to complete these assignments. Technical issues are not a reason for extension, so please be assured of a stable computer/device and internet connection before beginning an exercise. As the assignments are set up with prerequisites waiting until the evening the assignment is due may not give you enough time to compete the Part.

Appendix 4: Grading

Finance is an applied discipline: its theories and logic have no impact unless they can be converted into decisions measured in terms of dollars and rates of return. This course provides you with many opportunities to use the logic of finance to determine the economic value of specific decisions. So please look on your grade not just as a number but as feedback on how well you have mastered the ability to manage money!

You will benefit not only from the content of our program, but also the reputation of our school. McCombs a professional school with an overt connection to the companies and organizations that operate in our global economy. Our students have a high reputation among recruiters and executives for not only knowledge but also effectiveness: they are able to handle complex decisions in major institutions and operate as managers and leaders, not workers who need frequent guidance. Completing this program will be a significant addition to your resume.

This hard-won reputation has been built by generations of students and faculty and is something we work strongly to preserve. Now, each of you have different motives for taking our course. Some students have plans to operate their own physical therapy business or create a software consulting business and for them our course will be a major guide. Others want to understand more about the organizations they will work in and pick up some skills to manage their own finances. And some need three hours of credit and an on-line course looks like an easy way to get them. I certainly recognize and respect that each of you have different motivations for taking this course and differing constraints on your time. However, I must grade on performance, which is measurable and generally based on the amount of time and focus devoted to the course.

Course Grading Scale

For initial guidance, our course will probably follow the standard academic grading scale. I may curve the course grades at the completion of the course depending on the performance of the class this summer.

From	To	Grade	GPA
93	100	A	4.00
90	92.9	A-	3.67
86	89.9	B+	3.33
83	85.9	B	3.00
80	82.9	B-	2.67
76	79.9	C+	2.33
73	75.9	C	2.00
70	72.9	C-	1.67
66	69.9	D+	1.33
63	65.9	D	1.00
60	62.9	D-	0.67
0	59	F	0.00

Appendix 5: Assignments and Points Distribution

The course grade is based on the following assignments.

1000 Points Course Total

Points In Unit	Evaluations in each Unit	Points for each assignment
45	Unit 1: Human Nature and Economic Activity Unit 1: Assessment: Short Answer Questions	45
45	Unit 2: Human Nature and the Ethics of Decision Making Unit 2 Assessment: Short Answer Question	45
60	Unit 3: Structuring the Business Firm Unit 3: Lesson 1 LearnSmart Assignment Unit 3: Lesson 2: LearnSmart Assignment 1 Unit 3: Lesson 2: LearnSmart Assignment 2 Unit 3 Quiz	5 5 5 45
75	Unit 4: The Accounting Framework Unit 4: Lesson 1: LearnSmart Assignment Unit 4: Lesson 2: LearnSmart Assignment 1 Unit 4: Lesson 2: LearnSmart Assignment 2 Unit 4: Lesson 2: LearnSmart Assignment 3 Unit 4 Quiz	5 5 5 5 55
85	Unit 5: Economic Value Unit 5: Lesson 1: Economic Value Unit 5: Lesson 2: LearnSmart Assignment 1 Unit 5: Lesson 2: LearnSmart Assignment 2 Unit 5: Lesson 2: Assignment 3 Unit 5: Lesson 3: Assignment Unit 5 Quiz	5 5 5 10 10 50
90	Unit 6: Applying Time Value Techniques Unit 6: Lesson 1: Assignment 1 Unit 6: Lesson 1: LearnSmart Assignment 2 Unit 6: Lesson 2: LearnSmart Assignment 1 Unit 6: Lesson 2: LearnSmart Assignment 2 Unit 6: Lesson 2: LearnSmart Assignment 3 Unit 6: Lesson 2: LearnSmart Assignment 4 Unit 6 Quiz	5 5 5 5 5 5 60

55	Unit 7: Valuing the Corporation	
	Unit 7: Lesson 1: Assignment	5
	Unit 7 Assessment: Short Answer Question	50
70	Unit 8: Valuing Bonds	
	Unit 8: Lesson 1: LS Assignment 1	5
	Unit 8: Lesson 1: LS Assignment 2	5
	Unit 8: Lesson 2: LS Assignment 1	5
	Unit 8: Lesson 2: LS Assignment 2	5
	Unit 8 Quiz	50
65	Unit 9: Valuing Stocks	
	Unit 9: Lesson 1: LS Assignment	5
	Unit 9: Lesson 2: Assignment	5
	Unit 9 Quiz	55
80	Unit 10: Capital Budgeting Investment Decision Rules	
	Unit 10: Lesson 1: LS Assignment 1	5
	Unit 10: Lesson 1: LS Assignment 2	5
	Unit 10: Lesson 2: LS Assignment 1	5
	Unit 10: Lesson 2: Assignment 2	5
	Unit 10 Quiz	60
80	Unit 11: Capital Budgeting Cash Flow Analysis	
	Unit 11: Lesson 1: LS Assignment 1	5
	Unit 11: Lesson 1: LS Assignment 2	5
	Unit 11: Lesson 2: LS Assignment 1	5
	Unit 11: Lesson 2: Assignment 2	5
	Unit 11 Quiz	60
65	Unit 12: Risk and the Opportunity Cost	
	Unit 12: Lesson 1: LS Assignment 1	5
	Unit 12: Lesson 1: LS Assignment 2	5
	Unit 12: Lesson 2: LS Assignment	5
	Unit 12 Quiz	50
70	Unit 13: Risk and the Cost of Capital	
	Unit 13: Lesson 1: Assignment 1	5
	Unit 13: Lesson 1: Assignment 2	5
	Unit 13: Lesson 2: LS Assignment 1	5
	Unit 13: Lesson 2: Assignment 2	5
	Unit 13 Quiz	50
55	Unit 14: The Investment Management Framework	
	Unit 14: Lesson 1: LS Assignment	5
	Unit 14: Lesson 2: LS Assignment	5

	Unit 14 Quiz	45
60	Unit 15: The Global Environment	
	Unit 15: Lesson 1: LS Assignment	5
	Unit 15: Lesson 1: Assignment 2	5
	Unit 15: Lesson 2: LS Assignment	5
	Unit 15 Quiz	45

Appendix 6: Academic Integrity

Markets are very good at sorting out true value. The real test of an education occurs not in a quiz or assignment, but rather in its use by the graduate. To ensure that the reputation of our graduates remains strong, McCombs has a straight-forward policy on ethics and academic integrity that supports The University's Code of Conduct.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at <http://www.mcombs.utexas.edu/BBA/Code-of-Ethics.aspx>.

By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Appendix 7: Other University Policies

By University policy these announcements are part of all University Syllabi, and I am thus including them here.

Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>. Please let me know if you have difficulties in working through the course materials.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence. As you have great flexibility in this course no assignment should conflict with a religious holy day.

Campus Safety and Security

Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency.