



**COURSE SYLLABUS  
ECO-352: FINANCE**

**Instructor:** *Samuel M. Jung, MBA (Intl. Finance), PhD (Economics)*, Assistant Professor  
Meets in Sperry Center 0305 at 2:50 P.M. to 4:05 P.M. on Tues and Thurs

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**Office Hours:** Tuesdays 4:15 pm - 5:15 pm  
Wednesdays: 1:00 pm – 4:00 pm  
Thursdays: 4:15 pm – 5:15 pm  
By appointment

**Attention for COVID 19:** *All students are required to remain informed and follow SUNY Cortland and state requirements for attending classes on campus and virtually. Failure to comply with requirements (i.e.: wearing masks, maintaining social distance, etc.) may result in a request to leave the classroom for that in-person class session and an absence being recorded. Students may also be referred to Student Conduct.*

**Course Description:** This course introduces the student to the fundamentals of Finance, with special emphasis on financial decisions relevant to businesses. The course management software, eLearning (available on myRedDragon), will be utilized to facilitate communication in this course. The syllabus, PowerPoint slides, and answers to end-of-chapter problems are all available through the eLearning classroom for this course.

**Prerequisite:** MGT254, Principles of Accounting

**Required Textbooks:**

- “Principles of Finance”, 6th edition, by Scott Besley and Eugene Brigham, South-Western Cengage Learning Publishers, 2009.
- PowerPoint Notes for ECO 352, by S. Polley
- An eLearning account on myRedDragon

**Recommended readings:**

- A Wall Street Journal & The Economist subscription.

**Learning Objectives:** The objective of the course is to provide the basic understanding of finance by linking theories to the practical world. Classroom participation is widely encouraged. The course will cover topics such as: why we study finance, how individuals make personal and business decisions on finance, why people hold financial instruments and how they interact in financial markets. The tax environment, analysis of financial statements, fundamentals of valuation, risk and return, and some aspects of corporate decision making will be covered with an emphasis on the clarity of concepts. The course is designed to create a foundation and further interests in finance among the students.

### **Student's Responsibilities**

**Attendance Policy:** Attendance and class participation are worth 5 points of your final grade. Attendance is mandatory.

It is the policy of the College that regular class attendance is a basic requirement of all courses. Class attendance is a strong predictor of student success in college. The policy does permit class attendance, participation and/or performance as a factor in determining course grades.

The taking of attendance and attendance requirements are at the discretion of the individual instructor, subject to the following two provisions:

- Penalties for excessive absences, as determined by the instructor's policy, shall not exceed one-third of a letter grade per class hour of absence.
- Absences due to participation in approved College activities shall be considered valid absences. The provost and vice president for academic affairs shall determine what College activities are approved as valid for students to be absent from classes.

In determining the student's grade, instructors will weigh the student's performance and may also consider any excessive absences. Instructors should make clear to their classes what they consider to be valid reasons for missing class and what penalties will be assessed for excessive absences. Instructors shall state in the course syllabus, and emphasize to the class at the first meeting, the attendance requirement for the course.

Students are responsible for all work missed. Instructors shall establish procedures to allow students who have been absent for valid reasons to make up missed class work. If students anticipate having to miss class, it is their responsibility to inform the instructor ahead of time.

Nonattendance does not mean a student has dropped or withdrawn from a course. Students who have not attended class and have not officially dropped or withdrawn from the course will receive a grade of E.

**How to Make an Effective Use of the Text:** The textbooks and required readings are essential source of the basic information needed to succeed in this course. It helps you to organize your ideas enhancing your learning experience. The relationship between your course materials, assignments, homework, exams, and lectures is interdependent. I expect

that you study the material before each class. You should take notes, write summaries of key concepts and main ideas for each chapter covered, and work on problems at the end of each chapter. Think about the application of what you have read and learned in class and actively engage with the material to develop deeper understanding and thinking. It is highly encouraged that you form study groups that meet regularly to discuss, review, and think about the material.

**Expectations & Seeking help:** Students are expected to read the syllabus and to develop an understanding of the policies adopted. You have to be aware and take ownership of your own learning. I expect students to attend all classes, *to come to class on time* and prepared, to do all work on time, and *to behave appropriately in class*. I will often ask questions in class and I expect you to answer. I also expect that you raise questions of your own. I expect that you are willing to work hard and push yourself to a level you did not think you could reach. Students who prefer to skip class, arrive late, gab on the cell phone, and so on, should find another class. In order to do well, you must **keep up** with the readings and assignments. You are expected to attend all classes and review sessions and to raise questions in class or during office hours when you are having problems with the material. All concerns about grades or issues related to this course should be expressed in a timely manner and prior to the end of the semester. Do not wait until the week of an exam to seek help. I will do my best to help each of you to achieve the grade you desire, but we will succeed only if you put in the requisite effort. In this course, there is a high probability that if you attend all classes, correctly complete assignments on time, follow the policies described in this syllabus, and participate in class you will succeed. If you need help ask! I expect you, as adults, to take responsibility for your education by actively engaging with the material and studying on a regular basis to increase your knowledge and understanding. You should recognize that the learning process takes place in and out of class. Planning, organization, and reflection on what it takes to learn are an integral part of the learning process. However, these do not necessarily guarantee that you will achieve your goals. You should put effort and play an active role asking questions and taking responsibility for your own learning. **Studying & Seeking Help:** If you need help ask! I expect you, as adults, to take responsibility for your education by actively engaging with the material and studying on a regular basis to increase your knowledge and understanding. You should recognize that the learning process takes place in and out of class. You should take notes in class and while reading course materials to facilitate your understanding and organize your thoughts, review them on a regular basis and keep up with the readings and assignments. Planning, organization, and reflection on what it takes to learn are an integral part of the learning process. However, these do not necessarily guarantee that you will achieve your goals. You should put effort and play an active role asking questions and taking responsibility for your own learning.

**Assignments/Quizzes:** The assignments will be announced in class and posted on blackboard one week before they are due. It is your responsibility to keep up with assignments. There will also be announced quizzes. The quizzes are designed to do two things. First, they encourage you to stay on top of the material. Second, they are designed to help you preparing for the exam.

There will be Five quizzes, equally weighted, throughout the semester. Quizzes are already scheduled at the beginning of the semester. Please see the course schedule at the end of the syllabus. You must be in class when they are given in order to take them (**NO EXCEPTIONS!**). **There are no make-up quizzes.** You will have approximately 10 minutes to complete each quiz. They are generally based on what we covered the previous class. Calculators may be used if necessary, but no notes, computers, cell phones, tablets,..., may be used. It is very important that you write neatly and legibly. If I cannot read your quiz, you cannot get credit for it. In addition, **3<sup>rd</sup> and 5<sup>th</sup> quizzes will be based on Wall Street Journal Financial Pages.** **There is no makeup for a missed quiz.**

**Exams: Exams will be held on the scheduled dates.** Only the final exam is “comprehensive” in the sense that some questions on the exam will concern material covered earlier in the course. Exams may include multiple choice, and essays. I will grade in terms of percentage of possible points. The exam dates are listed in the class schedule. Plan accordingly.

**Group Project & Presentation:** The main goal of group project is to reflect how you connect our theoretical knowledge to a project (7 min presentation + 3 min Q&A). Final project will be done in groups of 2 (it will be 4 later). Each member must also submit a detailed list of what they contributed to the project and scores for yourself and the other members of your group. **You must be present for ALL (other groups’) presentations.** You must make at least one comment on the material/subject that is presented. Part of your overall presentation grade is being engaged in the other presentations. The use of PowerPoint or other presentation programs is highly encouraged, and you are welcome to use the board. Each member must also submit a detailed list of what they contributed to the project and scores for yourself and the other members of your group. A 6-10 Page Report (typed 12-point double-spaced, 1-inch margins) 2) A PowerPoint (10-12 slides for 7 minutes). **References MUST be cited!** You must submit both an electronic and a hard copy.

**Timeline for group project**

Deadline	Thing to do	Grade
TBA	Company Approval <sup>1</sup>	
TBA	Provide 5-year Financial statement for approved company <sup>2</sup>	10 points
TBA	Financial statement analysis <sup>3</sup>	10 points
TBA	Time value of money for company <sup>4</sup>	10 points
TBA	Stock & Bond Valuation <sup>5</sup> Industry groups formed	10 points
TBA	Financial plan or Capital budgeting <sup>6</sup> Final PPT submission	15 points 5 points
TBA	Final Project Presentation Peer evaluation	30 points 10 points
		Total: 100 points

1. Form a Group of 2, by brainstorming choose one company from given list of companies (not financial service) for this project
2. Collect the Company's financial statements such as a) Income b) Balance Sheet 3) Cash Flows- 5 years
3. Conduct a ratio analysis (Liquidity ratios, Asset management ratios, Debt management ratios, Profitability ratios, and Market value ratios)
4. Apply the Relevant Concepts of Time Value of Money for the Company
5. Show the Company's Stock Value, Bond Value, and Net Present Value
6. Form a new Group of 4 by combining existing two groups whose companies are in the same industry. / Based on the analysis above, suggest a financial plan or capital budgeting for the next 5 years.

**Rough drafts of Group project:** Rough Drafts will be due in class approximately 2 week before final presentation day, the last day of semester. Each Rough Draft should be a minimum of 1/2 the required length of the final group project. Having a proper rough draft in class on the due date is worth 5% of the overall project grade. I will give you comments on a rough draft, and then you may polish your project according to the comments.

**Participation:** The most important thing is be prepared to boldly voice all your questions and doubts in class. I believe that every question you ask is interesting and integral to your learning process. So do not be shy thinking that your question is not smart enough. Often, I learn as much as the students during the course when students are engaged and contribute to class lectures.

**Legible Handwriting:** All of the exams, quizzes, and homework assignments for this course will require you to present your answers in written form in *ink* (BLUE OR BLACK). If I am not able to clearly understand what is written then you will receive no credit for the particular section(s) that are illegible. Therefore, I strongly recommend that you use print handwriting rather than cursive handwriting for exams. For homework assignments, I recommend typing the part of your answers that are written and then drawing the necessary graphs by hand.

**Legible Graphs:** Many of the exam, quizzes, and homework questions will require a graph using the two-dimensional Cartesian (rectangular) coordinate system to correctly answer the question. Graphs that are not properly drawn will receive NO credit.

Properly drawn graphs consist of:

1. Clearly labeled axis units.
2. Clearly labeled axis values.
3. Clearly labeled curves.

**Grading:**

Attendance/participation/HW/quiz	25%
Midterms: 15+15	30%
Finance Project (Group work)	20%
Final (cumulative)	25%
<b>Total</b>	<b>100%</b>
Extra individual credit up to 5% for <u>signaling goodness</u> .	

**Grading Scale:**

93-100 = A    87-89 = B+    77-79 = C+    67-69 = D+  
90-92 = A-    83-86 = B    73-76 = C    63-66 = D  
              80-82 = B-    70-72 = C-    60-62 = D-  
Below 60 = F (fail)

**Exam Dates:**

Midterm No. 1                      TBA, in class  
Midterm No. 2                      TBA, in class  
Final Exam                         TBA, in class  
  (Comprehensive)

**Bonus points:** Students will have the opportunity to receive bonus points throughout the semester by providing outstanding answers to challenging questions posed in class or by initiating and participating in a classroom discussion of a current event that directly pertains to material being covered. Accumulated bonus points will be applied to the student's final exam score at the end of the semester.

**Make-Up Exams:** Make-up exams will be given to students with excused absences, it is your responsibility to contact me before the scheduled exam to let me know of your absence. And note carefully that **make-up exams will be more difficult than in-class exams**. This is necessary in order to eliminate any advantage that might accrue to students with additional time to prepare.

**If you cheat on anything, you get zero on it!** If you are caught cheating or plagiarizing, we go through formal University procedure. The disciplinary procedure for academic misconduct can be found at The State of New York at Cortland Code of Student Conduct and Related Policies. The document is accessible online at [www.cortland.edu/student-conduct](http://www.cortland.edu/student-conduct).

**Cell Phones:** Cell phones are to be turned off and are not to be visible during class time. If a cell phone is visible or if a student has to be told to put their cell phone away or to stop using the phone in any way, or if a student's phone should ring during class, the student will lose 10 points off their next exam. The penalty will continue to increase by 10 points for every subsequent violation. **No cell phone calculators are permitted in this class.**

**Classroom Etiquette:** It is expected that the students:

- will be in their seats ready to start class on time;
- will stay in their seats and not leave the classroom until the class is dismissed;
- will clean up any messes they create and will appropriately dispose of any trash after class is dismissed.

**Academic Integrity:** Students in this course are expected to abide by the guidelines on academic integrity that are found in chapter 340 of the SUNY Cortland College Handbook (<http://www.cortland.edu/president/handbook.pdf>). As stated in these guidelines, any instance of plagiarism, cheating on examinations or other forms of academic dishonesty will be punished, most likely by the receipt of a failing grade for

this course and possible dismissal from the College.

**Disability Notice:** SUNY Cortland is committed to upholding and maintaining aspects of the Federal Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973. If you are a student with disability and wish to request accommodations, please contact the Office of Student Disability Services located in B-40 Van Hoesen or call 753-2066 for an appointment.

**Tentative Course Outline:**

Week	Date	Topic	Items to Remember
1	Sep. 1 Sep. 3	Introduction on Rules and Expectations Chapter 1: Overview of Finance	
2	Sep. 8 Sep. 10	Chapter 2: Financial Assets and Instruments Chapter 2: Financial Assets and Instruments	HW1
3	Sep. 15 Sep. 17	Chapter 3: Financial Markets Chapter 3: Financial Markets	HW2, Quiz 1
4	Sep. 22 Sep. 24	Chapter 4: Financial Intermediaries and the Banking System / Central Bank and Financing the Government	HW3
5	Sep. 29 Oct. 1	Chapter 6: Business Organizations and Tax Environment	HW4, Quiz 2
6	Oct. 6 Oct. 8	Chapter7: Analysis of Financial statements Chapter7: Analysis of Financial statements	HW5
7	Oct. 6 Oct. 13	Review for homework 1, 2, 3, 4, and 5 <b>Midterm 1</b>	Review session: TBA
8	Oct. 20 Oct. 22	Wall Street Journal Financial Pages / Project Discussion Chapter 9: Time Value of Money	Quiz 3(WSJ)
10	Oct. 27 Oct. 29	Chapter 9: Time Value of Money Chapter 10: Valuation Concepts	HW6
11	Nov. 3 Nov. 5	Chapter 10: Valuation Concepts Chapter 11: Risks and Rates of Return	HW7, Quiz 4
12	Nov. 10 Nov. 12	Chapter 11: Risks and Rates of Return Review for homework 6, 7, and 8	HW8 Review session: TBA
13	Nov. 17 Nov. 19	<b>Midterm 2</b> Chapter 13: Capital Budgeting	
14	Dec. 1 Dec. 3	Chapter 13: Capital Budgeting Wall Street Journal Financial Pages	HW9
15	Dec. 8 Dec. 10	<b>Project Presentation: Financing Innovative Business Ideas</b> Review for all concepts of Finance	HW10
<b>Final (Cumulative)</b>			

## Web Sites For Finance and Investments

Ohio State	<a href="http://www.cob.ohio-state.edu/dept/fin/">http://www.cob.ohio-state.edu/dept/fin/</a> Financial data finder; historical series on U.S. and foreign stock markets, interest rates, foreign exchange rates, national product; links to many sites.
Big Charts	<a href="http://www.bigcharts.com">http://www.bigcharts.com</a> Interactive charts; quotes and reports on more than 24,000 U.S. securities.
Yahoo Finance	<a href="http://finance.yahoo.com">http://finance.yahoo.com</a> Good all-around site, daily stock prices, historical charts and tables.
MoneyCentral	<a href="http://www.moneycentral.msn.com">http://www.moneycentral.msn.com</a> (formerly cnbc.com) Investing section of this comprehensive site offers an excellent research wizard plus comparisons with other stocks in the industry.
Motley Fool	<a href="http://www.fool.com">http://www.fool.com</a> Investing commentaries and advice.
Bloomberg	<a href="http://www.bloomberg.com">http://www.bloomberg.com</a> Financial, world and market news; Bloomberg radio; Bloomberg University (requires FREE registration)
Financial Industry	<a href="http://www.finra.org">http://www.finra.org</a> (formerly <a href="http://www.nasd.org">http://www.nasd.org</a> ) Regulatory Authority Investor alerts and market data
Hoover's on line	<a href="http://www.hoovers.com">http://www.hoovers.com</a> Market news, quotes, and stock screens. <a href="http://www.hoovers.com/global/ipoc/index.shtml">http://www.hoovers.com/global/ipoc/index.shtml</a> IPO Central: calendar of IPO filings and analysis of performance.
Morningstar	<a href="http://www.morningstar.net">http://www.morningstar.net</a> Basics of mutual funds; screen top funds
Thomson	<a href="http://marketedge.com">http://marketedge.com</a>



Live ticker, 20 minute delay; link to realtime quotes.

Reuters Business & Finance	<a href="http://www.reuters.com/finance">http://www.reuters.com/finance</a> News plus much free content on stocks, bonds, funds, and alternative assets.
Seeking Alpha	<a href="http://www.seekingalpha.com">http://www.seekingalpha.com</a> News and analysis of macro-economy and markets, including stocks, commodities, forex, and real estate.
Stock Charts	<a href="http://www.stockcharts.com">http://www.stockcharts.com</a> Check the “Chart School” to learn about technical analysis; many free charting tools, although subscribers have access to more.
Stock evaluator	<a href="http://www.valuepro.net">http://www.valuepro.net</a> This site wants to sell you their valuation software and how-to book, but it has a good explanation of the discounted cash flow approach and it allows you to access the valuation models for many stocks.
Bond information	<a href="http://www.bondsonline.com">http://www.bondsonline.com</a> Access yields and spreads among sectors, by type, maturity, default rating. <a href="http://investinginbonds.com">http://investinginbonds.com</a> Good primers on “bond basics,” types of bonds, allocations to bonds, how to read bond price quotations.
Nasdaq	<a href="http://www.nasdaq.com">http://www.nasdaq.com</a> Custom ticker can be configured for 20 stocks, 5 indices; opens in new window and updates every 15 minutes. Also efficient stock screener.
New York Stock Exchange	<a href="http://www.nyse.com">http://www.nyse.com</a> Check out “Listed companies: listing requirements” and “Trading Floor: Anatomy of a Trade.”
Investor’s Business Daily	<a href="http://www.investors.com">http://www.investors.com</a> See Investors’ Corner archives for articles on technical analysis and investor psychology.
The Street.com	<a href="http://www.thestreet.com">http://www.thestreet.com</a> Stock and Treasury bond quotes.
Annual reports	<a href="http://www.annualreports.com">http://www.annualreports.com</a> Internal search engine to find annual report databases on the net; links directly to company home pages.

- SEC reports <http://www.sec.gov>  
SEC EDGAR database; corporate filings. For the story of “How Edgar Met the Internet” see also <http://museum.media.org/edgar/>.
- Chicago Board  
Of Trade <http://www.cbot.com/>  
Glossary and info on futures, options, commodities.
- Will Goetzmann’s  
Home Page <http://viking.som.yale.edu/>  
Interesting research, in addition to a hypertext book on Investment Theory, from a Yale School of Management professor.
- Wachowicz’s Web [http://web.utk.edu/~jwachowi/wacho\\_world.htm](http://web.utk.edu/~jwachowi/wacho_world.htm)  
World “Web sites for discerning finance students” –organized by topic