

B. FIRST SEMESTER SYLLABI

EMBA 1312: Financial Accounting

EMBA 1313: Organizational Behavior

EMBA 1314: Managerial Economics

Course Title: EMBA 1312: Financial Accounting

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course studies financial accounting from the perspective of understanding and using financial statements in the operation of an organization. The course provides a brief overview of accounting principles, how financial statements report economic events, and earnings.

II. PMU Competencies and Learning Outcomes

The financial accounting course focuses on the financial acumen and problem solving capabilities of the students. The exercises, homework, and case preparations enforce teamwork and leadership competencies. The written and oral presentation skills of the students are enhanced in this course. The overall professional competency of the student is enhanced by the understanding of financial statements.

III. Detailed Course Description

Financial accounting introduces the concepts and fundamental issues associated with the creation and use of financial statements by organizations. It also focuses on the use and understanding of these statements by persons outside the organization who are trying to evaluate the financial health of the organization. The course presents the fundamental financial accounting principles and how these principles are used to record economic events within an organization. The main emphasis of the course is on generally accepted accounting principles and how to read and understand the financial statements of an organization.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the first year.

V. Required Prerequisites

Enrollment in the PMU Executive MBA program.

VI. Learning Outcomes

- A. To understand the fundamentals of financial accounting principles.
- B. To be able to create and interpret financial statements.
- C. To understand the relationship between economic events in an organization and financial statements.
- D. To understand how financial statements are prepared.
- E. To use financial statements to make a judgment about the financial health of an organization.

VII. Assessment Strategy

The assessment of the student's performance is based on examinations, homework preparation, case preparation and a special project. Each of these assessment tools apply to different aspects of the desired learning from this course.

A. Examinations (50% of final grade)

There are two major examinations, a mid-term and a final exam. These test the student's comprehension and retention of the key concepts of the course.

B. Homework Assignments (10% of final grade)

There are weekly homework assignments which are typically exercises from the textbook. These are to be turned in prior to the class in which they are discussed. This ensures adequate preparation on the part of each student.

C. Case Preparation (10% of final grade)

The cases studied in the course have a written set of questions that the students must prepare and submit for grading. The instructor should select 10 cases from the Hirst and McAnally book for discussion throughout the course.

D. Financial Statement Project (30% of final grade)

Each team picks a publicly traded company and performs an analysis of the company based on the financials of the company. This ties the learning in the course to the real analysis of a real company. This is a team project and the written report is five to 10 pages long and must present a recommendation about the company based on the analysis.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Financial accounting and its economic context
- B. The financial statements
- C. Dupont analysis
- D. The measurement fundamentals
- E. The mechanics of financial accounting
- F. Using financial statement information
- G. Current assets
- H. Long-lived assets
- I. Liabilities
- J. The income statement
- K. The statement of cash flows
- L. Ethical Issues and Considerations

X. Laboratory Exercises

None.

XI. Technology Component

- Students use Microsoft Excel for problem solving in the class. The use Word and PowerPoint for exercises and case write-ups and presentations.
- E-mail, bulletin boards, and chat rooms are used for interaction outside the class session. These interactions are within the teams and across all members of the class.
- The instructor is available on-line at regular times during the period between class sessions to answer questions and provide assistance individually and to the entire class electronically.

XII. Special Projects / Activities

The team Financial Statement Analysis assignment required of all students is described in Section VII, Assessment Strategy, above.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Pratt, Jamie. *Financial Accounting: In an Economic Context*, 5th Edition, John Wiley & Sons, 2003.
ISBN: 0470000465

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Hirst, D. E. and M. L. McAnally. *Cases in Financial Reporting*, 4th Edition, Prentice Hall, 2004.

ISBN: 0130082066

D. Supplemental Online Materials

None.

Course Title: EMBA 1313: Organizational Behavior

Semester Credit Hours: 3 (3, 0)

I. Course Overview

The course focuses on the need for managers and organizations to anticipate, adapt to, and manage change. The course examines three characteristics common to most organizations – behavior, structure, and processes - and how these affect the actions of managers.

II. PMU Competencies and Learning Outcomes

The students study organizational culture and goal setting as specific parts of the course. Their skills in critical thinking, creative thinking and problem solving are enhanced in the area of human behavior. The course focuses on the competencies that managers need and enhances those skills. Through class participation, students have the opportunity to practice and enhance their business communication skills.

III. Detailed Course Description

The course presents the theory, research and practice of the management of people and organizations. By understanding these three dimensions, the manager is better able to understand a situation and respond in way that adds value to the solution. The course focuses on three common characteristics and builds on those characteristics to present an overall approach to organizations and people. The material is up-to-date and relevant and includes topics such as work stress, evaluation and feedback, work design, leadership, and power and politics. It is a comprehensive view of the work place from the human perspective.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the first year.

V. Required Prerequisites

Enrollment in the PMU Executive MBA program.

VI. Learning Outcomes

- A. To understand the concept of organizational culture and how that impacts on the work place and relationships.
- B. To understand motivation and its role in the work force.
- C. To understand groups, teamwork, and team building.
- D. To study the fundamentals of leadership and to look at current example of good and bad leaders in a business setting.
- E. To understand organizational structure and how it impacts on the work place and on people.

- F. To study organizational change and how to use change for the betterment of the organization.
- G. To understand and be able to use procedures and techniques for studying organizations.
- H. To understand both individual and group behavior and motivation.

VII. Assessment Strategy

A. Examinations (65% of final grade)

There are two exams during the course that may be either case-based or regular exams. These test the student's ability to comprehend the concepts and apply them to real settings.

B. Case Analysis (35% of final grade)

There are 10 case analyses to be presented during the course. These cases are written up and presented for evaluation. The purpose is to have the student apply the concepts of the course to real settings. The cases can be either taken from the text and its accompanying videos or from the Harvard Business School case library.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. The study of organizations
- B. Organizational culture
- C. Globalization
- D. Individual behavior and differences
- E. Motivation
- F. Work stress
- G. Group behavior and teamwork
- H. Conflict and negotiation
- I. Power and politics
- J. Leadership
- K. Organizational structure
- L. Managing communication processes
- M. Organizational change
- N. Ethical Issues and Considerations

X. Laboratory Exercises

None.

XI. Technology Component

The students use the Internet and the supplemental materials from the text to enhance their technological skills. They have the opportunity to use computers to prepare the business communication skills materials for the course.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Gibson, J. L., J. M. Ivancevich, J. H. Donnelly, and R. Konopaske.
Organizations: Behavior, Structure, Processes, 11th Edition, McGraw Hill, 2003.
ISBN: 007252409x

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Ten cases from Harvard Business School case library.

D. Supplemental Online Materials

None.

Course Title: EMBA 1314: Managerial Economics

Semester Credit Hours: 3 (3, 0)

I. Course Overview

The course takes recent advances in economics and applies them to the internal structure of organizations. It looks inside the firm and applies economics to management decision making. The course focuses on the organizational architecture of organizations and how economics affects that structure, and how it can be applied to improve the overall performance of the organization.

II. PMU Competencies and Learning Outcomes

The focus of the course on the organizational culture is the main outcome of the course. The students see a variety of cultures and how economic theory and concepts can affect that culture. The course focuses on shared leadership and goal setting within organizations with lessons for individuals. Problem solving and creative thinking are enhanced by the study of the economic concepts and models.

III. Detailed Course Description

The course defines the three parts of the organization — the assignment of decision rights, methods of attracting employees to the company, and the structure of systems to evaluate performance of individuals and business units. The course also examines transactions and transactional costs within an organization. Basic economic tools of analysis are presented to help managers make decisions that will improve value. The economics of strategy is introduced as a way of capturing and creating value.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the first year.

V. Required Prerequisites

Enrollment in the PMU Executive MBA program.

VI. Learning Outcomes

- A. To understand the basic concept and tools of managerial economics.
- B. To understand the use of transactions and transactional costs and how to place transactions in organizations.
- C. To understand the various pieces of organizational architecture and the roles they play in the functioning of the organization.
- D. To understand the implications of this architecture on the firms and its leadership.
- E. To understand the role that economics plays in each of the above areas and how an understanding of economic principles can improve organizations.

VII. Assessment Strategy

A. Examinations (70% of final grade)

There are two major exams and several quizzes in the course. These test the comprehension of the basic facts of the course.

B. Case Analysis and Write Ups (30% of final grade)

There are 10 case analyses throughout the course. Each student prepares the analysis of the case in written format to be submitted prior to the discussion of the case in class.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Markets, organizations and the role of knowledge
- B. Demand
- C. Production and cost
- D. Pricing
- E. Economics of strategy: creating and capturing value
- F. Incentive conflicts and contracts
- G. Organizational architecture
- H. Decision rights
- I. Attracting and retaining employees
- J. Incentive compensation
- K. Individual and divisional performance evaluation
- L. Vertical integration and outsourcing
- M. Leadership: motivating change
- N. Vertical integration and outsourcing

X. Laboratory Exercises

None.

XI. Technology Component

The students use the Internet to search for information about companies and their structures. The text includes a CD that the students use as an additional source of information.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Brickley, J., C.W. Smith, and J. Zimmerman. *Managerial Economics and Organizational Architecture*, 3rd Edition, McGraw-Hill, 2003.
ISBN: 0072828099

B. Alternative Textbooks

None.

C. Supplemental Print Materials

The text contains a number of mini-cases and exercises that can serve as the 10 cases for analysis throughout the course. Many such cases also are available from the Harvard Business School Publishing case library.

D. Supplemental Online Materials

None.

C. SECOND SEMESTER SYLLABI

EMBA 2311: Managerial Accounting
EMBA 2312: Marketing Management
EMBA 2313: Quantitative Analysis
EMBA 2314: Finance

Course Title: EMBA 2311: Managerial Accounting

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course provides an understanding of the impact of economics on the financial statements of a company by addressing the traditional cost concepts and applying those concepts to the measurement and management of costs in organizations.

II. PMU Competencies and Learning Outcomes

The managerial accounting course enhances the problem-solving capabilities of the students. It enables them to look at the issues facing organizations from more creative perspectives. The logical structure and content of the course enhance students' critical thinking skills. The use of the various tools and techniques presented in the course helps the students to think logically and increase the ability to use those tools elsewhere in the curriculum. Teamwork is an essential part of the course as are business communication skills in the form of written and oral presentations.

III. Detailed Course Description

Managerial accounting is focused on the understanding of the impact of economics on financial statements. The course addresses the traditional cost concepts and applies those concepts to the measurement and management of costs in organizations. It is an approach through which value is added to the organization. The course includes an introduction to activity based costing. The course introduces analytical techniques for understanding financial position, operating results, and resource flows. There is a focus on the impact of data issues on financial statements, profitability and risk analysis.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the first year.

V. Required Prerequisites

Enrollment as a second semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand the impact of alternative accounting principles and other data issues on financial statements.
- B. To understand the impact of economics on financial statements.
- C. To use analytical techniques for understanding financial position, operating results and resource flows.
- D. To understand the concepts and methods of valuation of an organization, including both profitability and risk analysis.

VII. Assessment Strategy

A. Examinations (60% of final grade)

There are two major examinations, a mid-term and a final exam. These test the student's comprehension and retention of the key concepts of the course.

B. Homework Assignments (10% of final grade)

There are weekly homework assignments which are typically exercises from the textbook. These are to be turned in prior to the class in which they are discussed. This ensures adequate preparation on the part of each student.

C. Case Preparation (30% of final grade)

The cases studied in the course have a written set of question that the students must prepare and submit for grading. The instructor should select 10 cases from the Harvard Business School case library for discussion throughout the course at the rate of one case per week.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Cost management and the value chain
- B. Product-costing systems
- C. Activity based costing
- D. Managing customer profitability
- E. Managing quality to create value
- F. Process-costing systems
- G. Managing and allocating support-service costs

- H. Cost estimation
- I. Financial- and cost-volume profit models
- J. Budgeting and financial planning
- K. Standard costing, variance analysis
- L. Overhead cost management
- M. Transfer pricing
- N. Ethical Issues and Considerations

X. Laboratory Exercises

None.

XI. Technology Component

- Students use Microsoft Excel for problem solving in the class. They use Word and PowerPoint for exercise and case write-ups and presentations.
- E-mail, bulletin boards, and chat rooms are used for interaction outside the class session. These interactions are within the teams and across all members of the class.
- The text provides a web based package for additional learning resources.
- The instructor is available on-line at regular times during the time between the class sessions to answer questions and provide assistance individually and to the entire class electronically.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Hilton, R. W., M. W. Maher, and F. Selto, *Cost Management: Strategies for Business Decisions*, 2nd Edition, McGraw-Hill, 2003.
ISBN: 0072882557

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Harvard Business School Cases in Managerial/Cost accounting.

D. Supplemental Online Materials

None.

Course Title: EMBA 2312: Marketing Management

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This is the core marketing course in the PMU Executive MBA program. It provides an introduction to the role of marketing in today's organizations. The course covers the history of marketing, consumer buying behavior, market segmentation, and the strategic role and challenges of marketing.

II. PMU Competencies and Learning Outcomes

The course is designed to develop the skills needed in communicating with customers. Critical thinking and problem solving skills are developed in the context of consumer behavior and market research. The ability to use quantitative and technological tools in marketing research is developed. Competencies in using marketing tools and communicating with marketing specialists will be highlighted.

III. Detailed Course Description

The course focuses on consumer buying behavior, the strategic role of marketing in organizations, the need for and use of information systems to support marketing efforts, market segmentation, product pricing, distribution and promotion, and marketing mix decisions. The course uses a combination of lecture and case learning styles. Students study what marketing managers do, with a focus on understanding of marketing concepts in all types of businesses. The course stresses the need to integrate marketing into the other functional areas of business and how they relate and impact on one another.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the first year.

V. Required Prerequisites

Enrollment as a second semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To develop a personally useful definition of modern marketing
- B. To understand the key marketing concepts and how they relate to an organization
- C. To understand and justify decision making in the marketing context
- D. To develop an appreciation for the strategic nature of marketing and how it relates to other functional business areas
- E. To continue to develop your communications capabilities.

VII. Assessment Strategy

A. Examinations (60% of total grade)

There are two exams, midterm and final that test the student's comprehension of the materials and their ability to integrate the core concepts.

B. Case Preparations (15% of total grade)

There are 10 cases in the course that are prepared and turned in for evaluation.

C. Team Product Management Project (25% of total grade)

The team project described in detail in the section on special projects assesses the ability of the group to act as a product manager and to function as a team.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Defining marketing for the 21st century
- B. Building customer satisfaction, value and retention
- C. Winning markets, through strategic planning, implementation and control
- D. Understanding markets, market demand, and the marketing environment
- E. Analyzing consumer markets
- F. Analyzing business markets
- G. Identifying market segments and selecting target markets
- H. Developing, positioning and differentiating products
- I. Setting product and brand strategy
- J. Designing and managing services
- K. Designing pricing strategies
- L. Managing retailing, wholesaling and market logistics
- M. Ethical Issues and Considerations

X. Laboratory Exercises

None.

XI. Technology Component

The students make extensive use of the Internet and electronic library resources to research information on companies and their market strategies. The students use technology for effective business communication in the written and oral presentations.

XII. Special Projects / Activities

Each team prepares a comprehensive marketing communications strategy for either a consumer or a business product. It must be a real product and it could be a product from one of the organizations represented on the team. The purpose of the project is that the team creates a communications strategy for the product. The strategy must take into account the key topics from the course and it must be an integrated approach that involves a variety of approaches and media. The project is graded on its creativity as well as how well its gets its message across to the potential buyers of this product.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Kotler, P. *Framework for Marketing Management*, 2nd Edition, Prentice Hall, 2003.
ISBN: 0131001175

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Ten Cases from the Harvard Business School Publishing case library on marketing management.

D. Supplemental Online Materials

None.

Course Title: EMBA 2313: Quantitative Analysis

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This is an introduction to the use of quantitative methods in business decision making. The course focuses on the application of statistics and other quantitative analysis tools to business with emphasis on manufacturing, finance, and marketing.

II. PMU Competencies and Learning Outcomes

The course develops and enhances the problem solving capabilities of the students through the use of quantitative methods. The use of these methods and models enhances the critical thinking and creative thinking capabilities of the students. The use of spreadsheet programs and statistical programs enhances the student's quantitative skills as well as their computer skills.

III. Detailed Course Description

This is an introduction to the use of quantitative methods in business decision making. The course introduces the use of statistical techniques in general and in the area of decision analysis. The topics of sampling and inference are introduced along with regression and time series. Basic linear programming is introduced as is simulation. The focus of the course is on the understanding of the techniques and how to use and interpret the results of the analysis.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the first year.

V. Required Prerequisites

Enrollment as a second semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand the use of quantitative methods in business decision making.
- B. To be an intelligent user of such techniques.
- C. To understand which techniques are appropriate in different settings.
- D. To be able to understand the results of such techniques and to use those results effectively.
- E. To achieve a working knowledge of approaches to quantitative decision making.

VII. Assessment Strategy

A. Homework/Quizzes (20% of total grade)

Four such assignments are spread over the course.

B. Examinations (60% of total grade)

Two exams — a mid term and final.

C. Cases (20% of total grade)

Write-up and analysis of six cases.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Decision analysis and decision trees
- B. Introduction to probability
 - 1. Discrete probabilities
 - 2. Continuous probability distributions
- C. Sampling
- D. Inferences about means
- E. Inferences about populations
- F. Simple linear regression
- G. Multiple regression
- H. Regressions for forecasting
- I. Time series and forecasting
- J. Simulation
- K. Linear programming models and techniques

X. Laboratory Exercises

None.

XI. Technology Component

The course relies on the use of microcomputers and associated software as tools for dealing with these complex techniques. The software provides the tool so that the student can focus on the use of the tool and the interpretation of the results.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Bertsimas, D. and R. Freund. *Data, Models, and Decisions: The Fundamentals of Management Science*. _1st edition, South-Western, 2000.
ISBN: 0538859067

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Six cases selected from the Harvard and other cases in the areas of:

- decision analysis,
- sampling,
- simulation,
- forecasting,
- linear optimization, and
- regression.

D. Supplemental Online Materials

None.

Course Title: EMBA 2314: Finance

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course presents the theory and practice of corporate finance. The course focuses on the application of the concepts to real world problems through rigorous and practical problems. The topics of discounted cash flows and capital asset models are presented along with the standard topics of present value, risk and return, capital budgeting, EVA, and market efficiency.

II. PMU Competencies and Learning Outcomes

The students are exposed to critical thinking through the various models and techniques used in financial analysis. The ability to provide correct data for a model improves their creative thinking skills. The students work in teams and improve that competency. The students use the Internet and the supplemental materials with the text to improve their computer skills.

III. Detailed Course Description

This is a rigorous and applied introduction to the area of financial management for organizations. It is a comprehensive introduction that also includes many practical examples which enhances the learning of the students. Capital budgeting receives special attention as do options. Cost of capital, discounted cash flow, capital asset pricing, risk and return and an overview of financial decisions are also part of this course.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the first year.

V. Required Prerequisites

Enrollment as a second semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand value from a financial perspective.
- B. To understand present value and the calculation of those values in a variety of settings.
- C. To understand the role of net present value in investment decisions.
- D. To understand the role of risk in financial analysis.
- E. To understand market efficiency and the role that it plays in financial decision making.
- F. To be able to comprehend the broad nature of corporate financing.
- G. To understand the impact of debt on the firm's capital structure.

VII. Assessment Strategy

A. Examinations (80% of total grade)

There are three examinations in the course. These test the student's comprehension of the topics. Ernesto

B. Homework Assignments (10% of final grade)

There are weekly homework assignments based on the textbook. These are to be turned in prior to the class in which they are discussed. This ensures adequate preparation on the part of each student.

C. Case Write Ups (10% of total grade)

There are several cases prepared for evaluation. Due to the nature of such analysis we recommend two comprehensive cases analysis done as a team project.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Present value and the opportunity cost of capital
- B. How to calculate present values
- C. The value of common stocks
- D. Net present value and investment decisions
- E. Risk and return
- F. Capital budgeting and risk
- G. Practical problems in capital budgeting
- H. An overview of corporate financing
- I. How much should a firm borrow?
- J. Financing and valuation
- K. Understanding options
- L. Valuing options
- M. Valuing debt
- N. Managing risk
- O. Ethical Issues and Considerations

X. Laboratory Exercises

None.

XI. Technology Component

The students use computers and calculators extensively in this course as part of the problem solving. Also they use the supplemental materials from the text including the Internet as additional resource information.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Brealey, R. A. and S. C. Myers. *Principles of Corporate Finance*.
7th edition, McGraw Hill, 2003.
ISBN: 0072552743

B. Alternative Textbooks

None.

C. Supplemental Print Materials

There are supplemental materials as part of the text.

D. Supplemental Online Materials

None.