



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY School of Business

COURSE OUTLINE FOR: *Finance for marketing* **FMGT3222**
TAUGHT BY: School of Business **Option :**
Program: Marketing Management

Hours/Week: 4	Total Hours: 60	Term/Level: 3
Lecture: 2		
Lab: 2		
Other:	Total Weeks: 15	Credits: 4

Instructor: **Graham R. Hughes**
Office No. SE6-318
Office Hours: **AS POSTED**

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Pre-requisites: *Introductory Financial Accounting, Statistics, and Business Mathematics*

Course Description and Goals:

The purpose of the course is to give the student an appreciation of the role of finance in business and industry and an understanding of the interrelationships between finance and the other functional aspects of business. It is also the objective of the course to teach the student some common decision-making techniques in finance to enable him/her to react optimally under varying conditions within a business environment of ever-increasing complexity.

Evaluation:

Final Examination	40	%
Midterm	40	%
Assignment/Cases	20	%
Total	100	%

Course Record:

Developed by: Graham Hughes
Instructor

Date: August 2001

Text(s) and Equipment

Required: Block, S., Hirt, G., Short, D., (2000). Foundations of Financial Management. Irwin Inc., Fifth Canadian Edition

Reference/Recommended:

Study guide to accompany the above text (helpful but not compulsory)

Davis, A., and Piches, G., Canadian Financial Management., Harper and Row.

Vanhorne, Dipehand

Course Notes (Policies and Procedures)

- **Assignments:** Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- **Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- **Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- **Makeup Tests, Exams or Quizzes:** There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.

BCIT Policy Information for Students

ID Required in Examination Centres. Effective December ,2000, in order to write exams, students will be required to produce photo-identification at examination centres. Photo ID must be placed on the desk for inspection by invigilators. BCIT Policy# 5300, Formal Invigilation Procedures.

Week Number	Material Covered	Reference
1/2	INTRODUCTION TO CORPORATE FINANCE - What is corporate finance - Goals of financial management - Financial Institutions, Financial Markets	Chapter 1
3	REVIEW OF ACCOUNTING - Income Statement and Balance Sheet - Cash Flow - Taxes and Capital Cost Allowance	Chapter 2
4	FINANCIAL ANALYSIS - Ratio Analysis - Use of Ratios to analyze a company	Chapter 3
5	FINANCIAL FORECASTING - Pro-forma Income Statement - Balance Sheet and Cash Budget	Chapter 4
6	Mid-term Examination on Chapters 1 to 4	
7	OPERATING AND FINANCIAL LEVERAGE - Break-even Analysis	Chapter 5
8	WORKING CAPITAL AND THE FINANCING DECISION - Matching sales and production - Financing approaches	Chapter 6
9 & 10	CURRENT ASSET MANAGEMENT - cash management - Inventory control - Management of accounts receivable	Chapter 7
11	SOURCES OF SHORT TERM FINANCING - use of bank financing, commercial paper	Chapter 8
12	VALUATIONS AND RATES OF RETURN & CASE - valuation of bonds, preferred stock and common stock	Chapter 10
13	REVIEW	
14	FINAL EXAMINATION	