



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

## Course Outline

**FMGT 3222**  
**Finance for Marketing**

**Start Date:** September, 2001

**End Date:** December, 2001

**Course Credits:** 4

**Term/Level:** 3

**Total Hours:** 60

**Total Weeks:** 15

Hours/Week:	Lecture:	Lab:	Shop:	Seminar:	Other:
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### Prerequisites

**Course No.** **Course Name**

Introductory Financial Accounting,  
Statistics and Business Mathematics

### FMGT 3222 is a Prerequisite for:

**Course No.** **Course Name**

None

### Course Calendar Description

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 her/him to react optimally under varying conditions within a business environment of ever-increasing complexity.

### Course Goals

### Evaluation

Case	20%
Final Examination	40%
Midterm	40%
<b>TOTAL</b>	<b>100%</b>

### Course Learning Outcomes/Competencies

### Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor

Oct 1, 2007

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.



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### Instructor(s)

David K. Chan  
B.Comm., MBA, CA

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### Learning Resources

#### Required:

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

#### Recommended:

Study guide to accompany above (helpful but not compulsory).

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

Vanhorne, Dipchand, and Hanrahan. Fundamentals of Financial Management. Prentice Hall, Fifth Canadian Edition.

Schall, Haley, and Schachter. Introduction to Financial Management. McGraw-Hill Ryerson, Second Canadian Edition.

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### BCIT Policy Information for Students

**ID Required in Examination Centers.** Effective December, 2000, in order to write exams, students will be required to produce photo-identification at examination centers. Photo ID must be placed on the desk before an exam will be issued to the student. The ID must remain in view on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or alternatively two pieces of identification, one of which must be government photo ID such as a driver's license. Please see BCIT Policy #5300, Formal Invigilation Procedures.

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### Assignment Details



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Schedule

FMGT 3222

Finance for Marketing

Week of/ Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
1	<b>INTRODUCTION TO CORPORATE FINANCE</b> <ul style="list-style-type: none"> <li>What is Corporate Finance</li> <li>Goals of Financial Management</li> <li>Financial Institutions, Financial Markets and the Corporation.</li> </ul>	Chapter 1		
2	<b>REVIEW OF ACCOUNTING</b> <ul style="list-style-type: none"> <li>Income Statement and Balance Sheet</li> <li>Cash Flow</li> <li>Taxes and Capital Cost Allowance</li> </ul>	Chapter 2		
3	<b>FINANCIAL ANALYSIS</b> <ul style="list-style-type: none"> <li>Ratio Analysis</li> <li>Use of Ratios to Analyze a Firm</li> </ul>	Chapter 3		
4	<b>FINANCIAL FORECASTING</b> <ul style="list-style-type: none"> <li>Pro Forma Income Statement</li> <li>Balance Sheet and Cash Budget</li> </ul>	Chapter 4		
5	Mid-Term Examination on Chapters 1, 2, 3, 4			
6	Operating and Financial Leverage <ul style="list-style-type: none"> <li>Break-even Analysis</li> </ul>	Chapter 5		
7 & 8	Current Asset Management <ul style="list-style-type: none"> <li>Cash Management</li> <li>Inventory Control</li> <li>Management of Accounts Receivable</li> </ul>	Chapter 7		

Week of/ Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
9	Sources of Short-Term Financing <ul style="list-style-type: none"> <li>• Use of Bank Financing, Commercial Paper, EuroDollars and Hedging</li> </ul>	Chapter 8		
10	The Time Value of Money <ul style="list-style-type: none"> <li>• Use of Calculator to Calculate Present and Future Values</li> </ul>	Chapter 9		
11 & 12	Valuation and Rates of Return <ul style="list-style-type: none"> <li>• Valuation of Bonds, Preferred Stock and Common Stock</li> </ul>	Chapter 10		
13	Review			
14	Final Examination			
<p>The student is <b>STRONGLY ADVISED</b> to have read the chapter that will be covered <b>BEFORE</b> attending the class in order to improve their ability to grasp the material and allow as much time as possible for problem solving.</p>				