



### Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business  
Program: Marketing Management  
Option:

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

**Start Date:** September, 1999

**End Date:**

**Course Credits:** 4

**Term/Level:** 3

**Total Hours:** 60

**Total Weeks:** 15

<b>Hours/Week:</b>	<b>Lecture:</b>	<b>Lab:</b>	<b>Shop:</b>	<b>Seminar:</b>	<b>Other:</b>
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#### Prerequisites

FMGT 3222 is a Prerequisite for:

<b>Course No.</b>	<b>Course Name</b>
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	Introductory Financial Accounting, Statistics and Business Mathematics
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<b>Course No.</b>	<b>Course Name</b>
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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

Final Examination	40%
Midterms (2 @ 30%)	60%
<b>TOTAL</b>	<u>100%</u>

#### Course Learning Outcomes/Competencies

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### Course Content Verification

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

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Program Head/Chief Instructor

June, 1999

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

Office No.: SE6-318

Office Hrs.: Posted at office or by appointment

Office Phone: 451-6753

E-mail Address:

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### Learning Resources

#### Required:

Block S., Hirt, G., and Short, D. (1997). Foundations of Financial Management. Irwin Inc. Fourth 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

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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		

Week of/ Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
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		
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	Mid-Term Exam on chapters 5, 7, 8			
11	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		
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			

The student is **STRONGLY ADVISED** to have read the chapter that will be covered **BEFORE** attending the class in order to improve their ability to grasp the material and allow as much time as possible for problem solving.