



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline **Part A**

FMGT 3222 Finance for Marketing

Hours/Week: 4
Lecture: 2
Lab: 2
Other:

Total Hours: 60
Total Weeks: 15

Term/Level: 3
Credits: 4

Prerequisites

Course No.:
Course Name: Introductory Financial Accounting,
Statistics, and Business Mathematics

FMGT 3222 is a Prerequisite for:

Course No.: None
Course Name:

Course Record

Developed by: David K. Chan, Financial Management
Instructor Name and Department

Date: June, 1998

Revised by: _____
Instructor Name and Department

Date: _____

Approved by: _____
Associate Dean / Program Head

Start Date: _____

Course Description

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Evaluation

Final Examination	40%
Mid-Terms (2)	<u>60%</u>
TOTAL	100%

Course Outcomes and Sub-Outcomes

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.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline **Part B**

FMGT 3222 Finance for Marketing

Effective Date

September, 1998

Instructor(s)

David K. Chan, MBA, CA

Office No.: 2E 6-381

Phone: 6753

Office Hrs.: Posted at office or by appointment.

Text(s) and Equipment

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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Schedule

FMGT 3222 Finance for Marketing

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

Week of/ Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
8	Sources of Short-Term Financing <ul style="list-style-type: none"> • Use of Bank Financing, Commercial Paper, EuroDollars and Hedging 	Chapter 8		
9	Mid-Term Exam on chapters 5,7,8			
10 & 11	Valuation and Rates of Return <ul style="list-style-type: none"> • Valuation of Bonds, Preferred Stock and Common Stock 	Chapter 10		
12	Cost of Capital	Chapter 11		
13	Review Final Examination			
<p>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.</p>				