



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline Part A

FMGT 3222 Finance for Marketing

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

Prerequisites

FMGT 3222 is a Prerequisite for:

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

Course No.: None
Course Name:

Course Record

Developed by: David K. Chan, Financial Management Date: June, 1996
Instructor Name and Department

Revised by: _____ Date: _____
Instructor Name and Department

Approved by: _____ Start Date: _____
Associate Dean / Program Head

Course Description:

- see "Course Outcomes" on the following page -

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.

Course Notes (Policies and Procedures)

- a. Your final examination will be written during the formal examination week.

In order to get credit for the project as well as the lab marks, you must have 30 out of a possible 60 marks on the total of the midterm and final exam marks.
- c. For late submission of the project, 10% will be deducted daily, for each day late. After 10 days, the project will not be accepted.
- d. Up to 10% of the marks will be deducted on the project for spelling and grammatical errors.
- e. Lab assignments are due beginning of lab. 10% will be deducted for each day late.
- f. Attendance requirements will be enforced as per the BCIT Calendar, page 3. Excessive absence will consist of missing more than 2 labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.



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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	Working Capital and the Financial Decision <ul style="list-style-type: none"> • Liquidity • Hedging 	Chapter 6		

Week of/ Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
8	Current Asset Management <ul style="list-style-type: none"> • Cash Management • Inventory Control • Management of Accounts Receivable 	Chapter 7		
9	Sources of Short-Term Financing <ul style="list-style-type: none"> • Use of Bank Financing, Commercial Paper, EuroDollars and Hedging 	Chapter 8		
10	Mid-Term Exam on chapters 5,6,7,8			
11	The Time Value of Money <ul style="list-style-type: none"> • Use of Calculation to Calculate Present and Future Values 	Chapter 9		
12	Valuation and Rates of Return <ul style="list-style-type: none"> • Valuation of Bonds, Preferred Stock and Common Stock 	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.