



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline **Part A**

**FMGT 3222 Finance for Marketing**

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

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**Prerequisites**

**FMGT 3222 is a Prerequisite for:**

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

Course No.: None  
Course Name:

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**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

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**Course Description**

### 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**

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**Effective Date**

September, 1996

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**Instructor(s)**

David K. Chan, MBA, CA

Office No.: SE6-381

Phone: 6753

Office Hrs.: To be posted on office door

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**Text(s) and Equipment**

**Required:**

Block S., Hirt, G., and Short, D. (1994). Foundations of Financial Management. Irwin Inc. Third 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.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Financial Management

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

Week of/ Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
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 5,6,7,8			
11	The Time Value of Money <ul style="list-style-type: none"> <li>• Use of Calculation 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			
<p>1EM2</p> <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>				