| **Georgetown University, BLS** **BLHV 2004 Financial Management****Spring 2024** |
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**Credits:** 3

**Dates:** Wednesday, January 10 - Saturday, May 11, 2024

**Location**: Georgetown University School of Continuing Studies (SCS) utilizes the Coursera platform for this course. As an online course, all course content will be provided and exchanged on the Coursera platform.

**Instructor:** Professor Craig O'Connor

**Contact Information:** [bls-support@georgetown.edu](mailto:bls-support@georgetown.edu)

*Note: This mailbox is monitored on a frequent and ongoing basis. Please use this email address for all technology and course-related questions, and your inquiry will be directed to the appropriate person.*

**Office Hours:** Please reach out to your instructor to set up an appointment.

| **Course Description** |
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This course introduces the theory and practice of corporate financial management and the application of financial management techniques to business decision-making. Topics include financial statement analysis, financial ratio analysis, the time value of money, risk and return, capital budgeting, cost of capital, sources and uses of financing, and international markets.

Students will learn about data security standards, the importance of data anonymization and methods to identify and prevent insider threats.

Please note: The materials provided or made available to students enrolled in this course, including documents, images, audio, and video materials made available to you, are protected by copyright law. You may use those copyrighted materials only in connection with your work in the course. Any other use of those materials, including any further copying, distribution, or dissemination of the materials, is prohibited by law.

| **Course Learning Objectives** |
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By the end of the course, you will be able to:

1. Explain the role of finance in the economy, and in the business environment.
2. Evaluate investments, securities, and markets.
3. Analyze and review how to read a financial report, and conduct financial analysis using ratios.
4. Demonstrate how data can be used to reduce uncertainty and risk related to decisions and decision-making-knowledge. Create effective static and interactive data visualizations or narratives that employ analytics and visualization software and strategies for various audiences-skill.
5. Visualize data using various types of displays including tables, dashboards, graphs, maps, and trees-skill.
6. Develop a working knowledge of international trade and project finance.
7. Perform basic data manipulation and exploration using appropriate tools and software, including use of key Excel functions-skill. Find and access publicly available datasets-skill. Conduct ad hoc analysis (summarize, estimate, predict data, use pivot tables)-skill. Explain the role of data visualization in discovery, communication, and decision-making-knowledge.
8. Evaluate data visualization options for proper application in various situations-ability.

| **Required Materials for Purchase** |
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All course materials are available online on your course site.

| **Overview of Course Structure** |
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This course consists of 13 modules plus the orientation module which are taken over a 15-week term. Each module length is either one week or multiple weeks as designated in this syllabus.

| **Assignments** |
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Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Coursera course. Each assignment category will be weighted according to the percentages below.

| **Activities** | **% of Grade** |
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| **Discussions (10)**  Discussion will be written posts to analyze or reflect on the course content for a particular module. Discussions will also include a component where students also comment on their peer’s posts in order to build interaction among classmates and provide additional opportunities for learning. | **25%** |
| **Essay Assignments (10)**  Individual assignments will include short papers on specific topics related to each student’s final research project. | **25%** |
| **Special Project 1**  Special Project 1 is an applied essay activity. You will be provided with a prompt and relevant materials. You must sufficiently respond to all aspects of the prompt in your written essay. | **25%** |
| **Special Project 2**  Special Project 2 is the final applied essay activity. You will be provided with a prompt and relevant materials. You must sufficiently respond to all aspects of the prompt in your written essay. | **25%** |
| **TOTAL** | **100%** |

#### **Submission Policy**

Submit all assignments to the Coursera course site. **Assignments submitted through email are not acceptable** and will be considered missing/and or late. Please also retain a personal copy of all assignments submitted until the end of this course is complete and you’ve received your final grade.

#### **Late Work Policy**

Students are expected to submit their assignments by the time on the date indicated on Coursera and the syllabus. Please contact the instructor at least 3 business days in advance if you know that you are going to be late or miss an assignment due date. The instructor will review late submission requests and circumstances on a case-by-case basis and will make a determination if an extension is warranted. Prior notice will provide time for discussing and identifying an alternative due date (if the extension is warranted). If the extension is granted, the instructor can deduct up to 10% of the grade of the assignments submitted late and limit the extension to a maximum of 7 days. If an assignment that has been given an extension is not handed in by the time the allotted extension time has elapsed, it will receive a zero.

**Statement on AI Use**

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material. Failure to do so constitutes a violation of academic integrity. Instances of suspected plagiarism or other forms of academic dishonesty will be dealt with under the Georgetown Honor Code.

Additionally, students should note that the material generated by these programs may be inaccurate, incomplete, or otherwise unreliable. Students should be aware that the misuse of AI may also stifle independent thinking and creativity, as well as limit their capacity to learn independently in this course. Please engage with these resources responsibly, and with integrity.

#### **Instructor Feedback/Turnaround**

If you have a concern and send me a message, you can expect a response to your email within 3 business days. Please allow 4-7 business days for assessment submission feedback.

| **Grading** |
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Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics.

A: 92.5% to 100%

A-: 89.5% to 92.4%

B+: 86.5% to 89.4%

B: 82.5% to 86.4%

B-: 79.5% to 82.4%

C+: 76.5% to 79.4%

C: 72.5% to 76.4%

C-: 69.5% to 72.4%

D+: 66.5% to 69.4%

D: 62.5% to 66.4%

F: 62.4% and below

| **Time Commitment** |
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Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For a 15-week, 3-credit course, you should allocate *6-10 hours per week*. For a 13-week, 3-credit course, you should allocate *8-12 hours per week*.

| Weekly Schedule |
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All assignments are due by the Sunday of the week of the module at 11:59 PM US Eastern Time, unless otherwise stated. **Initial postings for all discussions are due by Thursday 11:59 PM US Eastern Time.**

| Date | Module | Assignments and Activities |
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| **Week 1**  **01/10-01/14** | Course Orientation | * Course Introductions * Honor Pledge |
| **Week 2**  **01/15-01/21** | Module 1: The Financial Environment | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 1 * Discussion 1 * Essay Assignment 1 |
| **Week 3**  **01/22-01/28** | Module 2: Economic Foundations: Money and Rates | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 3 * Discussion 2 * Essay Assignment 2 |
| **Week 4**  **01/29-02/04** | Module 3: Money and Monetary System | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 12 * Discussion 3 * Essay Assignment 3 |
| **Week 5**  **02/05-02/11** | Module 4: Corporate Structure and Governance | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 2 * Discussion 4 * Essay Assignment 4 |
| **Week 6**  **02/12-02/18** | Module 5: Bonds and Bond Valuation | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 10 * Discussion 5 * Essay Assignment 5 |
| **Week 7**  **02/19-02/25** | Module 6: Stocks and Stock Valuations | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 11 * Discussion 6 * Essay Assignment 6 |
| **Week 8**  **02/26-03/03** | Module 7: Accounting Overview | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 4 * Discussion 7 * Essay Assignment 7 |
| **03/04-03/10** | Spring Break |  |
| **Week 9**  **03/11-03/17** | Module 8: Corporate Financial Analysis | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 5 & Chapter 6 * Special Project 1 |
| **Week 10**  **03/18-03/24** | Module 9: Time Value of Money | * Dahlquist & Knight *Principles of Finance* Chapter 7 * Discussion 8 * Essay Assignment 8 |
| **03/28-04/01** | Easter Break |  |
| **Week 11**  **04/02-04/07** | Module 10: How Companies Think About Investing | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 16 * Essay Assignment 9 |
| **Week 12**  **04/08-04/14** | Module 11: How Firms Raise Capital | * Lecture Video * Dahlquist & Knight *Principles of Finance* Chapter 17 * Discussion 9 |
| **Week 13**  **04/15-04/21** | Module 12: Global Markets and Local Impact | * McKinsey Global Institute (2017). The New Dynamics of Financial Globalization. * Discussion 10 * Essay Assignment 10 |
| **Week 14**  **04/22-04/28**  **&**  **Week 15**  **04/29-05/11** | Module 13: International Finance and Trade | * Lecture Video * Special Project 2 * Course Evaluation |
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| **Course Policies** |
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The course will follow SCS Course Policies in the following areas:

Attendance Policy

Citation Policy

Communication Policies

The Honor Pledge

Netiquette And Classroom Guidelines

Incomplete and Withdrawal Policies

Accommodation Policy

Technical Requirements

Student Support and Help

You can review these policies and other student resources in the Orientation Course.