

Wayland Baptist University
WBU Online
School of Business

2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

3. COURSE NUMBER & NAME:

BUAD 5302-vc01, Foundations of Economics and Finance Theory and Practice

4. TERM: Spring 1 2021 (Jan 11 – Mar 6, 2021)

5. INSTRUCTOR: Dr. Charles Starnes

6. CONTACT INFORMATION:

Office phone: 806-291-1027

WBU Email: starnesc@wbu.edu

Cell phone: 806-584-5011

7. OFFICE HOURS, BUILDING & LOCATION: Various, NBB 110, available by email, phone, or text

8. COURSE MEETING TIME & LOCATION: Online January 11 – March 6, 2021

9. CATALOG DESCRIPTION:

Elements of economics, finance, and quantitative methods. Transcripts evaluated to determine requirements. Students not having courses in at least two of the areas are required to take BUAD 5302 during the first or second term of enrolment in the MBA program and prior to any graduate courses having economics, finance, or quantitative methods as a prerequisite.

10. PREREQUISITE: None

11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

The textbooks are available as eBooks through Cengage Unlimited. Purchase your Cengage Unlimited access using the steps below. Cengage Unlimited gives access to all Cengage textbooks plus MindTap, online homework and supplemental materials.

Cengage Unlimited is available at three subscription levels: four months, one year, or two years.

MindTap is used for this course's homework (see items 17 and 18 for more details)

How to get Cengage Unlimited: Watch the video and follow the instructions at

<https://www.cengage.com/student-training/mindtap/blackboard/ia-no/>

1. Head to the Blackboard home page and log in.
2. Enable Pop-Ups in your browser.

3. Click the link for your course. Go to the “Weekly Assignments” tab.
4. Click any link to Cengage content to continue the registration process. Not sure where to click? Ask your instructor or try a few. You'll know you've clicked the right one when you see the Cengage login screen.



5. **Link Your Cengage and Blackboard Accounts.** To link your Cengage account with your campus LMS account, log in using your Cengage account information.
6. You may already have a Cengage account if you’ve used *MindTap*, *CengageNOWv2*, *SAM*, *WebAssign* or another Cengage platform in a different course.
7. Don’t have a Cengage account? Create one by clicking “Create an Account.”
8. Linking your accounts is a one-time process. If you’ve previously completed this step for another course, you won’t be prompted to do it again.
9. The following textbooks are used in this course and all three (plus any other Cengage text) are provided through a single Cengage Unlimited subscription:

BOOKS	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Essentials of Economics	Mankiw	8e	2019	Cengage Unlimited	978-1-337-09199-2
Financial Management: Theory & Practice	Brigham/Ehrhardt	16e	2020	Cengage Unlimited	978-1-337-90260-1
Statistics for Management and Economics	Keller	11e	2018	Cengage Unlimited	978-1-337-09345-3

12. OPTIONAL MATERIALS

- a. Financial Calculator (optional): TI BA-II Plus or the HP10BII are recommended. Any calculator that can solve Time-Value-Money problems will do.
- b. *Wall Street Journal*. As MBA or MAM students you need to be aware of the "newspaper of record" for business in the United States. As long as you are a student you can get an inexpensive student subscription through the link in Announcements. I expect you to take at least one subscription to the WSJ to learn of the robust information available in both newspaper and the Online Journal (you may select print or electronic versions, print version includes the electronic online Journal).

13. COURSE OUTCOMES AND COMPETENCIES: This course will help the student apply Christian principles and ethics to formulate sound business and organization decisions and strategies through the use of modern economic, finance, and statistical theory and best practices to:

- Apply micro- and macro-economic theory and models to help formulate market decisions.

- Use financial statements, time value of money, and asset valuation tools to assist in company financial planning and decisions.
- Evaluate data through statistical descriptive measures, regression analysis, and sampling methods.

14. ATTENDANCE REQUIREMENTS:

- The University expects students to actively participate in the online course. There are no scheduled class meetings. All information pertaining to this course is on Blackboard. The Blackboard software effectively measures participation. Logging in does not constitute attendance. Submitting Aplia assignments, completing examinations, and participating in the ECON, FINA, and STATS discussion boards constitute your attendance record.
- Online participation is required for course completion. Regularly accessing the course each week is expected. Students must discuss with me alternatives for course completion if expected course participation cannot be met.
- You should plan to spend 8-12 hours per week reviewing material, completing assignments, participating in the discussion board, and researching issues through the library and other sources.
- Deadlines and Due Dates.** Whoever said, "Stuff Happens" was right. Many of you will be caught up in unforeseen circumstances (like hurricanes or maneuvers or TDY or business trips or medical emergencies or computer crashes or . . .). Normally homework is due Saturday at midnight. The new week begins on Sunday. Extensions to deadlines may be necessary, and you'll be informed in those instances. I design the course for flexibility. Please let me know how I can help you meet my primary goal ("For each of you to satisfactorily complete the course"). I'll work with you as much as possible so that your unforeseen circumstances don't interfere with that goal. **There are only a few hard deadlines. I will make sure these are clearly presented in the assignment instructions.** The course ends at midnight Saturday of Week 8, and all work must be completed by the end of course. Thanks for keeping me informed about storms, trips, and military camp outs. "Catch Up, Keep Up, Get Ahead"

15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

16. DISABILITY STATEMENT:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

17. COURSE REQUIREMENTS and GRADING CRITERIA:

Grades per WBU standard, see Academic Catalog: Check the Assignments Tab early each week – assignments are updated on Blackboard on Saturday. Grade Computation:

$$\text{Final Score} = 0.15 * \text{EconHW} + 0.15 * \text{FinaHW} + 0.15 * \text{StatHW} + 0.3 * \text{DBF} + 0.1 * \text{Portfolio} + 0.15 * \text{Final}$$

- a. **Exam (15%):** One short exam at end of course to assess your general knowledge.
- b. **Discussion Board Forum (DBF) (30%, two forums at 15% each).** The Discussion Board Forum is where you engage the material. There are **two forums: “Economics” and “Finance and Statistics.”** **Make a minimum of four (4) substantive postings in each forum.** This is the part of the course where your understanding of economic, finance and quantitative decision making theory and practice will be developed and reinforced. It is, perhaps, the most important part of the course. Each forum contains several challenging cases or questions for your comments.
 1. You ***must make at least 4 substantive contributions per forum***. Respond to some or all of the starter questions or other posts. Hint: More is usually better. You can either support or refute the observations or hypothesis presented. You may provide examples or references to support or refute other students' contributions. You should guard any proprietary information neutralizing such information to prevent direct association with any individuals/organizations who may be impacted. Please exercise civility in discussing the issues that may arise during the course.
 2. Every student is expected to read all posts to the DBF. You may critique or comment on any input (including those made by the instructor).
 3. Each of the two forums will be scored and the average of the two forum scores will be the DBF grade. Each forum is available for four weeks. Once a forum is closed no more posts will be accepted.
 1. ECON forum is available Weeks 1-4
 2. FINA-STATS forum is available Weeks 5-8
- c. **Homework (45%, three segments at 15% each).** Homework will be provided using Cengage’s MindTap through Blackboard. There are 36 chapter assignments broken down as follows: ECON – 12 + 4 optional, FINA – 8 + 2 optional, STATS – 8 + 2 optional. Your homework grade will be determined by the top 10 ECON scores, top 8 FINA scores and the top 6 STATS scores. Bonus points are earned for completing the optional assignments.
- d. **Stock Portfolio (10%).** Beginning with Week 5 you will build and maintain a stock portfolio. Instructions are provided in Week 4 Assignments. Make at least three posts in the “Stock Pickers” forum in the discussion board beginning in Week 5 to brag (or moan) about your portfolio. Week 8 Assignments has a mandatory survey for your final report.

17.1 Grade Appeal Statement: “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

18. TENTATIVE SCHEDULE – All assignments accessed through Blackboard

Week	Dates	Chapters	Topics
	ECONOMICS		Refer to Mankiw's "Essentials of Economics"
1	Jan 11-16	1, 2, 4, 5, 6*, 7*	Principles, Thinking, Supply and Demand, Elasticity, Supply-Demand Policy (* Optional), Market Efficiency (*Optional). Homework.
2	Jan 17-23	12, 13, 14*, 15, 16	Costs of Production, Competitive Markets, Monopoly (* Optional), Measuring Nations Income, Cost of Living. Homework.
3	Jan 24-30	20, 21, 22, 23, 24*	Unemployment, Monetary Systems, Money Growth and Inflation, Aggregate Demand-Supply, Monetary and Fiscal Policy (* Optional).
	STATISTICS		Refer to Keller "Statistics for Management and Economics"
4	Jan 31 – Feb 6	1, 2, 3, 4, 5*	What is Statistics, Graphical Descriptive Techniques I & II, Numerical Descriptive Techniques, Data Collection. Homework. Build Stock Portfolio. ECON DBF Grade Posted after conclusion of Week 4.
5	Feb 7-13	8, 9, 10, 11*, 16	Continuous Prob. Distr., Sampling, Estimation, Hypothesis Testing, Linear Regression. Homework. Stock Portfolio.
	FINANCE		Refer to Brigham-Ehrhardt "Fundamentals of Financial Management"
6	Feb 14-20	1, 2, 3*, 4	Overview of Financial Management (read only), Financial Statements, Analysis of Financial Statements, Time Value of Money. Homework. Stock Portfolio.
7	Feb 21-27	5, 6, 7	Bond Valuation and Interest Rates, Risk and Return, Corporate and Stock Valuation. Homework. Stock Portfolio.
8	Feb 28 – Mar 6	9, 10, 13*	Cost of Capital, Capital Budgeting, Corporate Governance. Homework. Stock Portfolio. Final Exam. FINA DBF Grade Posted after conclusion of Week 8.
*	Optional Chapters	Bonus Points	Chapters marked with asterisk (*) are optional. Bonus points awarded if homework submitted.

19. ADDITIONAL INFORMATION

- a. My goal is for each of you to satisfactorily complete the course. This will take a concentrated effort by each of us. Please contact me early if anything occurs that might jeopardize reaching this goal. We can usually work out a solution.
- b. Learning in graduate school is a collaborative effort. I can learn from you just as I hope you can learn from me. Also, you'll find that your learning is directly related to your own effort. Let's see what we can do together. Remember, "*Nec scire fas est omnia*," "*Wer viel weiss hat viel zu sorgen!*," "*Iniquum petas ut æquum feras*," and „Ce n'est pas la réponse qui éclaire, mais la question.“
- c. This course will be much like a blitz! There is an exceptional amount of material for only 11 weeks. Don't worry too much whether you can manage it – almost everyone has succeeded before you, and you can too. Just jump in and the understanding you need will be developed.
- d. 2Kings 22:1-7. King Josiah and paying for the restoration of the Temple. “Give the money to the workmen. . . . But no accounting shall be asked from them for the money which is delivered into their hand, for they deal honestly.”
- e. Open door, open mind, open heart. May God bless each of you!