

Wayland 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.

Contact Information

Course: BUAD 5302-vc01 – Foundations of Economics and Finance Theory and Practice

Campus: WBUonline

Term/Session: Summer, 2026

Instructor: Dr. Hayoung Gim

Office Phone Number/Cell #: 907-382-1895

WBU Email Address: hgim@wbu.edu

Office Hours, Building, and Location: none

Class Meeting Time and Location: Blackboard

Catalog Description:

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

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Essentials of Economics</u>	Mankiw	10 th	2024	Cengage	9780-35772-3241
<u>Financial Management: Theory & Practice</u>	Brigham/Ehrhardt	17 th	2024	Cengage	9780-35771-4614
<u>Statistics for Management & Economics</u>	Keller	12 th	2023	Cengage	9780-35771-4409

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a*

physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.

Optional Materials: none

Course Outcome Competencies:

- 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.

Attendance Requirements

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: No use of any generative AI tools permitted.

- i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
- ii. All assignments must be fully created, designed, and prepared by the student(s).

- iii. Any work that uses generative AI will be treated as plagiarism.

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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Students are expected to take two exams, turn in Home Works, and attend discussions.

Weighing Scheme:

- Midterm Exam: 100 points
- Final Exam: 100 points
- Home Works: 3 HWs 12 points each and 1 HW 11 points = 47 points
- RFA (required first assignments) = 3 points
- Total 250 points

The final exam will cover materials discussed after the first exam. Attendance in the discussion board is required, and the instructor will monitor

Student Grade Appeals: 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 to the 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.

Tentative Schedule

- Week 1 (6/1 – 6/7) Economics: Ch 2 Thinking like an Economist
Ch 4 The Market forces of supply and demand
Ch 5 Elasticity and its application
HW1
- Week 2 (6/8 – 6/14) Economics: Ch 12 Cost of Production
Ch 13 Firms in competitive markets
Ch 14 Monopoly
HW2
- Week 3 (6/15 – 6/21) Economics: Ch15 Measuring nation’s income
Ch 21 The Monetary system

Week 4 (6/22 – 6/28) Finance: Ch 1 Overview of financial market
Ch 3 Analysis of Financial Statements
Midterm Exam

Week 5 (6/29 – 7/5) Finance: Ch 4 Time Value of Money
Ch 5 Bond values and interest rate
HW3

Week 6 (7/6 – 7/12) Finance: Ch 6 Risk and return
Ch 7 Corporate and Stock Valuation

Week 7 (7/13 – 7/19) Statistics: Descriptive Statistics
HW4

Week 8 (7/20 – 7/25) Statistics: Regression analysis
Final Exam