

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: ECON 5301 PL01/VC01 – Economics and Financial Analysis

Campus: WBUonline

Term/Session: Summer 2026 (Jun 1 – Jul 25)

Instructor: Dr. Charles Starnes

Office Phone Number/Cell #: +1 806-291-1027 (office), +1 806 584-5011 (mobile)

WBU Email Address: starnesc@wbu.edu

Office Hours, Building, and Location: Mon – Thurs, 1:30-4:00 p.m., NBB 110

Class Meeting Time and Location: TBD, NBB 211

Catalog Description:

Statistical, economic and finance theory and tools applied to the analysis of economic and financial characteristics of the market.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

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

Course Outcome Competencies:

- Exercise statistical methods to support economic and financial analysis
- Utilize economic theory and models to analyze market events including supply-demand interactions, elasticity, money and interest rates.
- Utilize finance theory and models to analyze financial market events including financial statement analysis, asset and corporation valuation, and capital budgeting.

Attendance Requirements

- a. 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 homework assignments, completing examinations, and participating in the ECON, FINA, and STATS discussion boards constitute your attendance record.
- b. The "Required First Assignment" signals your intent to participate and complete the course.
- c. 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.
- d. 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".

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: Generative AI tools usage encouraged and may be actively assigned in coursework.

- i. Use of generative AI tools is actively encouraged and may be incorporated into specific assignments for this course.
- ii. Use of generative AI tools for assignments in brainstorming, content understanding, or revision to work is perfectly acceptable if cited and referenced properly in any submitted work for the course.
- iii. Use of generative AI is encouraged as long as students understand the use of generative AI in the course is to be an assistance tool and not the generator of assignments and submitted work. Ultimately, all submitted work must still reflect student's own work, understanding, and analysis.
- iv. Specific parameters for generative AI usage provided by the instructor.
- v. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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

Check the Content-Assignments Tab early each week – all assignments are accessed through Blackboard. 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: "Statistics and Economics (STATS-ECON)" and "Economics and Finance (ECON-FINA)"** **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 statistics 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. STATS-ECON forum is available Weeks 1-4

2. ECON-FINA 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 7 FINA scores and the top 8 STATS scores. Bonus points are earned for completing the optional assignments.
- d. Stock Portfolio (10%).** Beginning with Week 4 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.

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	Dates	Chapters	Topics
	STATISTICS		Refer to Keller “Statistics for Management and Economics”
1	Jun 1-6	1, 2, 3, 4,	What is Statistics, Graphical Descriptive Techniques I & II, Numerical Descriptive Techniques, Data Collection. Homework. Discussion Board.
2	Jun 7-13	5, 6, 8, 9	Data Collection & Sampling, Probability, Continuous Prob. Distr., Sampling Distributions. Homework. Discussion Board.
3	Jun 14-20	10, 11, 16	Estimation, Hypothesis Testing, Linear Regression. Homework. Discussion Board.
	ECONOMICS		Refer to Mankiw’s “Essentials of Economics”
4	Jun 21-27	1, 2, 4, 5, 6*, 7*	Principles, Thinking, Supply and Demand, Elasticity, Supply-Demand Policy (* Optional), Market Efficiency (*Optional). Homework. Stock Portfolio. Discussion Board.
5	Jun 28 – Jul 4	12, 13, 14*, 15, 16	Costs of Production, Competitive Markets, Monopoly (* Optional), Measuring Nations Income, Cost of Living. Homework. Stock Portfolio. Discussion Board.
6	Jul 5-11	20, 21, 22, 23, 24*	Unemployment, Monetary Systems, Money Growth and Inflation, Aggregate Demand-Supply, Monetary and Fiscal Policy (* Optional). Homework. Stock Portfolio. Discussion Board.
	FINANCE		Refer to Brigham-Ehrhardt “Fundamentals of Financial Management”
7	Jul 12-18	1, 2, 3*, 4, 5	Overview of Financial Management (read only), Financial Statements, Analysis of Financial Statements, Time Value of

Week	Dates	Chapters	Topics
			Money, Bond Valuation and Interest Rates. Homework. Stock Portfolio. Discussion Board.
8	Jul 19-25	6, 7, 9, 10, 13*	Risk and Return, Corporate and Stock Valuation, Cost of Capital, Capital Budgeting, Corporate Governance. Homework. Stock Portfolio. Discussion Board. Final Exam.
*	Optional Chapters	Bonus Points	Chapters marked with asterisk (*) are optional. Bonus points awarded if homework submitted.

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.”

Open door, open mind, open heart. May God bless each of you!