

COURSE OUTLINE

Be sure to review the full syllabus when posted on your Blackboard Course

1. **Course:** BUAD 5302 vc01 and vc02 Foundations of Economic and Finance Theory and Practice
2. **Instructor:** Dr. Charles N. Starnes
3. **Office Phone Number and WBU Email Address:** Contact Dr. Starnes as follows:
 Office 806-291-1027 Fax 806-291-1957
 Email starnesc@wbu.edu Cell 806-584-5011
4. **Class Meeting Time and Location:** Online. Check the “Assignments” Tab early each week. New assignments are generally posted on Saturday for the upcoming week.

IMPORTANT Notice: This course is taught online through Wayland Baptist University's Virtual Campus. Be sure you have carefully considered your commitment to this form of instruction. Occasionally, unusual circumstances arise. I will be flexible and try to accommodate these circumstances, but it is incumbent on you to let me know ASAP so a solution can be found.

5. **Catalog Description:** Elements of economics, finance, and quantitative methods. 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 enrolment in the MBA program and prior to any graduate courses having economics, finance, or quantitative methods as a prerequisite.
6. **Prerequisites:** None
7. **Required Textbook and Resources:**

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Foundations of Economic and Finance Theory	Mankiw/Brigham/Houston/ Anderson/Sweeney/Williams	1 st	2015	Cengage	9781305764491

- a. This text is compiled specifically for this course and is **available only from the Virtual Campus Bookstore (<https://bookstore.wbu.edu/virtualcampus>)**.
 The text contains excerpts from three textbooks with access code:
 - i. *Essentials of Economics* (Mankiw, 7e)
 - ii. *Fundamentals of Financial* (Brigham & Houston, 8e)
 - iii. *Essentials of Modern Business Statistics* (Anderson-Sweeney-Williams, 6e)
 - iv. *Aplia Access Code*.
 - b. Statistical analysis computer program. Examples include Microsoft Excel, Word Perfect Quattro Pro, SPSS and others. MS Excel is recommended.
 - c. Internet access
 - d. **Wayland Student Email activated.** I will use email through Blackboard as the primary out-of-class communication method. Check Blackboard for information on activating your student email account.
8. **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 students you need to be aware of the "newspaper of record" for business in the United States, *The Wall Street Journal*. You can get an inexpensive student at <http://wsj.com/studentoffer>. You can do this as long as you are a student in the program. I expect you to consider at least one subscription to the WSJ to learn of the

robust information available in both newspaper and the Online Journal (you get online access included in your print subscription).

9. **Course Outcome Competencies: 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 – see item 17.b in this syllabus for insight regarding my expectations – dozens of other students just like you have survived and emerged successful. Just take a few deep breaths and jump in – the understanding you need will be developed. This course consists of the knowledge sets of three courses: Economics, Finance, and Statistics**
10. **Course Requirements and Grading Criteria (Grades per WBU standard, see Academic Catalog): Check the Assignments Tab early each week – course is updated on Saturday for the upcoming week's assignments. Grade Computation:**

$$\text{Final Score} = 0.2 * \text{EconHW} + 0.2 * \text{FinHW} + 0.2 * \text{StatHW} + 0.2 * \text{DBF} + 0.1 * \text{Portfolio} + 0.1 * \text{Final}$$

- a. **Exam (10%):** One short exam at end of course to assess your general knowledge.
- b. **Discussion Board Forum (DBF) (20%).** The Discussion Board Forum is where the students engage the material. **A minimum criterion** of three (3) substantive postings per week on the DBF is established for this course. 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 week I will post several challenging cases or questions on the DBF for your comments.
1. You **must make at least 3 substantive contributions per week** to the threaded discussion. Respond to some or all of the starter questions or other responses to make at least 3 total posts for the week. 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 review all inputs to the DBF. You may critique or comment on any input (including those made by the instructor).
 3. The Discussion Board Forum grade is divided equally into two periods. Weeks 1-5 will be scored during Week 6, and Weeks 6-10 will be scored in Week 11. The average will be the DBF grade.
- c. **Homework (60%).** Homework will be provided using Aplia through Blackboard. There are 38 chapter assignments broken down as follows: ECON – 17, FINA – 11, STATS – 10. Your grade will be determined by the top 12 ECON scores, top 9 FINA scores and the top 8 STATS scores. Bonus points are earned for completing more assignments.
- d. **Stock Portfolio (10%).** Beginning with Week 4 you will maintain a stock portfolio. Instructions are provided in Week 4 Assignments. You can brag about your portfolio (or moan) weekly in the DBF. Week 11 Assignments will have a mandatory element for your final report.

11. **Tentative Schedule: Check the “Assignments” Tab weekly.**

Week	Chapters	Topics
ECONOMICS		Refer to Mankiw's "Essentials of Economics"
1	1, 2, 3, 4, 5	Principles, Thinking, Gains from Trade, Supply and Demand, Elasticity. Homework.
2	6, 7, 12, 13, 14	Supply-Demand Policy, Market Efficiency, Costs of Production, Competitive Markets, Monopoly. Homework.
3	15, 16, 20, 21, 22, 23, 24	Measuring Nations Income, Cost of Living, Unemployment, Monetary Systems, Money, Aggregate Demand-Supply, Monetary and fiscal Policy. Homework.

FINANCE		Refer to Brigham-Houston "Fundamentals of Financial Management"
4	1, 2, 3	Overview, Financial Markets & Institutions, Financial Statements and Analysis. Homework.
5	4, 5, 6	Time Value of Money, Interest Rates, Bond Valuation. Homework. Week 1-5 DBF Grade Posted after conclusion of Week 5.
6	7, 8, 9	Bond Valuation, Risk and Return, Stock Valuation. Homework.
7	10, 11	Cost of Capital, Capital Budgeting. Homework.
QUANTITATIVE DECISION MAKING		Refer to Anderson-Sweeney-Williams "Essentials of Modern Business Statistics"
8	1, 3, 4	Data, Descriptive Statistics, Probability. Homework.
9	6, 7, 8	Probability distributions, Sampling, interval Estimation. Homework.
10	9, 10	Hypothesis Test, Analysis of Variance. Homework. Week 6-10 DBF grade posted after conclusion of Week 10.
11	11, 12	Proportions and Test of Independence, Linear Regression. Homework. FINAL Exam