Financial Management  
FNBU 3221  
Course Syllabus – Fall 2014

Instructor: Prof. Laura Gonzalez

Office Location: Faber Hall, 4th floor, room # 456  
Email: gonzalezalan@fordham.edu  
Office Hours: Mondays & Thursdays: 1pm to 3pm.  
Time slots will be reserved by email on a first-time first-served basis.  
I will be available during the entire semester 7 days a week by email.  
Extra-office hours will be offered during the week preceding exams.

Course Objectives  
This course provides an introduction to core ideas in finance as well as a foundation for further study.  
Upon completion of this course students should (1) be able to perform basic valuation of cash flows,  
bonds, and common equity; (2) demonstrate basic understanding of capital budgeting decisions  
through the use of concepts including the time value of money; (3) understand the relation between  
risk and return and integrate that knowledge in determining corporate cost of capital; (4) understand  
the role of debt and equity in corporate capital structure; and (5) understand the fundamentals of  
corporate risk management.

Pre-requisite  
This class assumes knowledge of basic accounting, statistics, linear algebra and calculus.

Course Materials  
• Required Textbook: There are special order texts for our course in the Fordham University  
bookstore. The book cannot be bought online.  
• Financial calculator. You will need a calculator that performs the following operations: PV, FV,  
annuity, NPV, IRR, e, and ln calculations. You are responsible for learning how to  
perform these calculations on your calculator; instructions should be easy to find in your  
calculator manual.  
• Lecture slides for each class will be posted on Blackboard We will cover some material in class  
that is not on the slides, and you are responsible for all material covered in class. I strongly  
recommend that if you miss a class you get a fellow student’s notes. Office hours will not  
be used to cover material with students that miss class.

Exams  
The two exams will be closed book. The formula sheet will be posted on the class blackboard. Students are  
NOT allowed to bring a formula sheet of their own or a printed one from blackboard. Students are  
required to use a financial calculator that cannot be exchanged during the exam. The formula sheet will
be provided by the instructor with the exam. Exams will be individual effort. There will be no make-ups for the exams with the exception of extremely extenuating circumstances for which appropriate documentation will be required. In case of needing a make-up, a **Monday 1pm make-up** will be scheduled.

**Grading**

Grades will be earned as follows:

- Exam 1: 45%
- Exam 2: 45%
- Participation: 10%

**Academic Integrity and Discipline**

Students are expected to abide by the University Code of Conduct and maintain the highest standards with regard to honesty, effort and performance. Discipline will be enforced rigorously. A student who falsifies or copies an assignment, project or quiz will be subject to failure in the course involved. Dishonest behavior also includes, but is not limited to, using unauthorized material, and aiding or permitting another student to violate academic integrity. Aiding is subject to the same penalty as violating. Depending on the circumstances, evidence of dishonest scholarship may well lead to expulsion from the University. Student appeal procedures are on file in the deans’ offices and are published in the student handbooks of the various colleges of the University.

“All work presented by a student to fulfill course requirements is expected to be the student’s own. If a faculty member finds evidence to the contrary, he or she is responsible for establishing the appropriate penalty. This can include a grade of F for the course.” Fordham University confers the right to give an F to a student whose conduct is interpreted as Academic Dishonesty by the instructor. A faculty-member's decision in this regard is final.

**Document Retention Policy**

Student course material will be retained for a month beyond the end of the term.

**Regrade Policy**

To insure that all students are treated equally and fairly in the grading process, each student must follow the regrade policy below if they want their grade reconsidered. Please note that for me to reconsider your grade, you must provide me with the following material within 2-weeks of the grade disclosure.

If you believe that your course points were **incorrectly summed**, please do the following:

1. Turn in **all** of your graded course material with corresponding points.
2. Clearly show me in writing where you believe the summation error occurred.
3. Provide me with your contact information – where I can reach you once I have evaluated your case (phone and email).

If you believe that you received **incorrect credit** for a particular portion of your graded material, please do the following:

1. Turn in **all** of your graded course material with corresponding points.
2. Provide me with a clear, type-written case (along with very strong supporting documentation) that clearly shows me why you believe that you received insufficient credit. Please note that you only have 1 opportunity to make your case – so make it as clear and strong as possible. Also, please note that non-sense cases can result in your course grade being downgraded once all of your graded course material has been re-evaluated.
3. Provide me with your contact information – where I can reach you once I have evaluated your case (phone and email).

**Students with Disabilities**
Please contact me as soon as possible in the semester with legally established documentation.

**Note Regarding In-Class Distractions**
Out of respect for fellow students, it is requested that all cell-phones, pagers, beepers, alarms, etc. be switched off before the beginning of each class. Please note that some repeated events such as arriving late to class, side-talking, reading of other materials during class time, and refusal to participate are problematic and will lower your participation grade.

**Computer Usage during Class**
You will not need your computers during my class, so please turn them off. Web surfing, answering emails, computer card games… are a distraction both for you and your peers. If you use your computer to take notes, please see me.

**Instructor Bio**

INSTRUCTOR experience includes corporate finance, entrepreneurship, venture capital, private equity, financial institutions, banking, investments and international finance with and without Harvard cases, at the graduate and undergraduate level.


FINANCE RESEARCH presented at the Federal Reserve Board in Washington D.C., Federal Reserve of New York, Federal Reserve of Chicago, and Federal Deposit Insurance Corporation (FDIC) among other national and international institutions and conferences in Europe, Asia and the Americas.

EDUCATION Prior to joining University of Florida for her PhD in Finance, Professor Gonzalez earned simultaneously an MBA in finance and an MA in Foreign Languages & Literatures - English, French & Spanish - at S. Illinois University. Professor Gonzalez also holds simultaneous BS in Electrical Engineering and BAs in Music Performance and Education – Piano - from Bilbao, Spain.

FINANCE PRACTITIONER experience includes three years as import entrepreneur with partners in China, India and Canada, three years as consultant for Prolider, as well as six months as finance intern at the S. Illinois University Foundation.

ELECTRICAL ENGINEER experience includes a two-year Research & Development collaboration with Telefonica SA, the leading communication operator in the Spanish and Portuguese-speaking markets.
Tentative Schedule
As the course progresses, any updates would be posted on the blackboard and commented in class

1) Sept 4   The Investment Environment.
2) Sept 8   Asset Classes and Financial Instruments
3) Sept 11  How Securities are Traded. Mutual Funds and Other Investment Companies
4) Sept 15  Working with Financial Statements
5) Sept 18  Valuation Time Value of Money
6) Sept 22  TVM. Discounted Cash Flow
7) Sept 25  Discounted Cash Flow II
8) Sept 29  Interest Rates and Bond Valuation
9) Oct 2    Interest Rates and Bond Valuation II
10) Oct 6   Stock Valuation
11) Oct 9   Review for Midterm
12) Oct 16  MIDTERM EXAM
13) Oct 20  Net Present Value and Other Investment Criteria
14) Oct 23  Net Present Value and Other Investment Criteria II
15) Oct 27  Making Capital Investment Decisions
16) Oct 30  Making Capital Investment Decisions II
17) Nov 3  Project Analysis and Evaluation I
18) Nov 6  Project Analysis and Evaluation II
19) Nov 10 Cost of Capital
20) Nov 13 Cost of Capital II
21) Nov 17 Risk & Return
22) Nov 20 Risk & Return II
23) Nov 24 Waived for attending one of the “Can’t Miss” events - See next page
24) Dec 1  International Corporate Finance
25) Dec 4  International Corporate Finance II
26) Dec 8  Review for Final Exam
27) Dec 15 FINAL EXAM – You can attend a second “Can’t Miss” event for 10 extra points

I will indicate on blackboard which problems we have covered in class. Only the problems covered in class are exam material. The rest will have posted solutions on blackboard for those of you who wish to practice more.
“Can’t Miss” Events – as recommended by Dean Donna Rapaccioli

Please choose one of the following events, attend it and write a 2 page reaction essay on something you learnt and something that surprised you. You can attend a second one for 10 more points in your final exam grade- a 2 page reaction essay on something you learnt and something that surprised you is also required.

Loschert Chair Lecture: Jeff Snell, Marquette University  
Tuesday, September 9 — 6:00 p.m.  
Daleo Hall, Rose Hill

Ian Bremmer, head of Eurasia Group and author, Every Nation for Itself  
Thursday, September 11 — 5:00 p.m.  
12th Floor Lounge, Lincoln Center

President's Council Lecture: Ken Langone  
Monday, October 27 — 6:00 p.m.  
Keating 1st, Rose Hill

Flaum Lecture Series: Alex Gorsky, Chairman and CEO, Johnson & Johnson  
Thursday, October 30 — 6:00 p.m.  
Steelcase Penthouse, 4 Columbus Circle