COURSE OBJECTIVE

Students passing this course will learn:

- To identify sources and master efficient methods for obtaining and organizing business, socioeconomic, and financial information.
- To critically understand accounting data, socioeconomic indicators, financial statement (10-K, 10-Q, etc.), analysts' reports, and business news summaries that are critical to decision making in private and public sectors.
- To use statistical and analytical skills to tackle a real world problem of analyzing a company.
- To learn advanced spreadsheet skills that are essential to other courses in MBA program
- To prepare for a career in business and management by developing necessary skill to interpret business, socioeconomic, and financial information.

COURSE DESCRIPTION

The role of a modern business manager is very demanding and significant. Whether working for public (government) or private sector enterprises, a successful business manager must possess the ability to understand and critically analyze socioeconomic and business information. This course introduces students to sources and methods of collecting and interpreting accounting, economic and financial information that are critical to business managers' ability to analyze a company, and create value for their organization. The pertinent information include various regulatory financial statements (e.g., forms 10-K, 10-Q), micro- and macro-economic data (e.g., GDP, CPI, consumer sentiment surveys), analysts reports (e.g., buy and sell side reports), and business and financial press (e.g., Wall Street Journal, Bloomberg). Students will develop comprehensive insights on how financial and socioeconomic information are related in addressing and meeting the needs of various organizational stakeholders (e.g., accounting, finance, marketing departments). Students will learn how to evaluate these varied information that affect all business enterprises, with an emphasis on the uses of financial statements by business managers and persons outside the firm, such as investors, creditors and financial analysts.
CATALOG DESCRIPTION

Selected economic problems analyzed at an advanced level in a particular field, such as international trade, public finance, urban, industrial organization or transportation.

COURSE METHODS

The course involves a combination of teaching and learning methods:
1. Readings of book chapters to preview concepts and establish advanced terminology
2. Short lectures to review specific concepts and the toolbox of analyzing companies
3. In class problems to be solved using spreadsheet modeling
4. Class presentations on economic and financial indicators that matter to a business
5. A midterm and a final exam that are essentially related to your project

TEXT and MATERIALS

All course materials and textbooks are available either via PolyLearn or online.

Required Textbook
Corporate Finance by Ivo Welch, 3rd Edition, 2014 (available online and in print)

Recommended Textbooks

Other Readings
I also strongly recommend that you subscribe to a financial newspaper such as the Wall Street Journal and its CFO Journal section. Other good examples are Business and Deal Book sections of NY Times, Economist, and APM Marketplace podcast.

Software
- We will make extensive use of Excel. If you are new to Excel please make sure you watch the introductory videos posted on PolyLearn before the first session.
- A financial calculator may come handy at times.

CLASS PRESENTATION

Each student is supposed to present an assigned chapter of mainly the two text books: Guide to Economic Indicators (GEI), and Guide to Financial Markets (GFM). You will choose the chapter that you would like to present via PolyLearn on a first come first served basis. You will have 30 minutes to present the chapter and discuss (1) how the special economic or financial indicator or instrument matter to a business, and (2) where to collect up to date data on it. The presentation will follow by a discussion that goes beyond the chapter content. Here is your chance to earn decent participation points by bring additional material related to the chapter into the class. For further information on presentation please refer to the Presentation Handout.
FINAL PROJECT
As an application of the skills learned in the course you will build a detailed company analysis and valuation report as the course progresses. In here, you choose a publicly traded firm and perform a thorough valuation analysis, and make investment recommendations.

GRADING POLICY
Class Participation 10%
Class Presentation 20%
Quizzes 20%
Midterm Exam (including the first project report) 25%
Final Exam (including the second project report) 25%

CLASS ATTENDANCE
I strongly encourage you to attend all classes and actively participate in class discussions. You should bring a name card to class. I may not formally take attendance every session but tend to remember faces and names. If you are repeatedly absent from classes it will materially affect your grade. If you miss a class, it is your responsibility to check with a classmate on what took place during that class. Use of computers, laptops, tablets, and smart phones is not generally allowed in this class unless it is authorized by the instructor.

COMMUNICATION PROTOCOL
All submissions for the assignments must be done online via the PolyLearn. The primary method of communication will be PolyLearn and office hours. NO EMAILS PLEASE (unless it concerns a personal matter). I will post all information and announcements on PolyLearn. There will also be on-line discussion areas to share ideas and ask questions. If a question is potentially of interest of the other students you are encouraged to post it on the online forum. Important/urgent announcement are sent to you via e-mail. Please make sure that you are on my mailing list. If not, please let me know.

ACADEMIC INTEGRITY POLICY
Strict adherence to the highest standards of academic honesty is essential for a trusting and productive learning environment. I expect that you will explicitly make it clear whenever you want to use someone else’s ideas in your work. This includes your work on both final project and the class assignments such as homework and labs. The vast majority of students at Cal Poly does their work honestly, and expects that all will be graded on merit. In order to ensure fair grades, cheating and plagiarism will not be tolerated. We will abide by Cal Poly’s Office of Student Rights and Responsibilities (OSRR). You are responsible for knowing what plagiarism is. If you have questions, please see the OSRR website at http://www.osrr.calpoly.edu/plagiarism/ The sanctions for cheating and plagiarism will be an “F” for the course and the misconduct will be reported to the OSRR.

STATEMENT OF DISABILITY
If you require using Disability Resource Center (DRC) please let me know during the first week of the class.
COURSE SCHEDULE

This is a tentative outline for the course. Changes may be made as the course progresses. Please make sure you check the course website on PolyLearn regularly for any updates. Throughout the course, I may cover materials that are not from the textbook, including current events, Excel modeling, articles and papers. It is ultimately students’ responsibility to track ALL the material covered in class AND the textbook.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Lecture</th>
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<th>Presenter#2</th>
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<tr>
<td>8/17/15</td>
<td>Financial Statements Analysis</td>
<td>GAC 2,3,4</td>
<td>GEI 3</td>
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<td>GEI 5</td>
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<td>GEI 7</td>
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<td>Introduction to Valuation</td>
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<td>GEI 9</td>
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<td>Crystal Ball Simulation Package</td>
<td>IW 15, 16.4</td>
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GEI: Guide to Economics Indicators
GFM: Guide to Financial Markets
GAC: Guide to Analyzing a Company
EPE: Excel for Principal of Econometrics
IW: Corporate Finance
DAM: Strategic Risk Taking

Please refer to the TEXTS and MATERIALS section above for more details on the textbooks.