WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: BFM 300

COURSE TITLE: Fundamentals of Finance for Managers
(Available only for the Organizational Management major)

I. LEARNING OUTCOMES AND GOALS:

a. Learning Outcomes for the course: After completing the course you should be able to:
1. Understand and define the Financial Manager’s functions, mindset, responsibilities and skills involved in the function.
2. Understand the strengths and weaknesses of the financial process. Gain a sense of one’s own financial inclinations, strengths and weaknesses.
3. Apply a financial approach to plans and projections in the formation, operation and revitalization of a business.
4. Learn the concept of the time value of money and apply it to business decision-making in a variety of contexts.
5. Identify sources of business funds and recognize and understand the advantages of each
6. Assess business condition and performance from a financial perspective and gain minimal proficiency in statement analysis, selection of optimal decisions from among alternatives for financing, investment and actions.
7. Understand the barriers, opportunities and special financial circumstances for minority businesses and other barriers due to bias, location, etc.

b. Technology Component all students are expected to be proficient in:
1. Microsoft Excel to a degree sufficient to perform calculations using formulas (functions) and rational use. Students should have skill levels sufficient to complete their assignments that call for the use of this software. For convenience students may supplement this software with a Financial Calculator.
2. Black board, the computer based courseware vehicle by which this course is delivered.
3. Microsoft Word: Students should have skill levels sufficient to complete their assignments that call for the use of this software.
4. Internet/communications software: Students should have skill in the use of an ISP for email, research via search engines or/and direct contact.
5. PowerPoint: A basic knowledge is recommended to enhance students’ assignment quality where appropriate.

II. RATIONALE:

This course is designed as a review course of the very basic aspects of finance. It is a high level overview of financial statements, ratio analysis, and the time value of money and its applications. The goal of the class is to give the student a feel for financial/accounting terms, provide him/her with an understanding of how this information can be used, and better prepare the student to converse with professionals in a real-world setting. More than anything, it is a basic introduction and application of the material.

III. EXTERNAL ASSIGNMENTS, RUBRICS, RESOURCES, REFERENCES, REQUIRED MATERIAL.

RESOURCES: HANDOUTS BY THE FACULTY MEMBER OR AN ASSIGNED TEXT RELATING TO THE SPECIFIED TOPIC.