

OGL 260 Resource Allocation in Organizations
Arizona State University-College of Integrated Sciences and Arts
March 13-April 28, 2017 Spring B

1-11

Instructor: Mrs. Williams

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Text: Foundations of Finance, 8th edition, Copyright 2014,
Keown, A. J., Martin, J. D., Petty, J. W. (authors)
Pearson (publisher) www.pearsonhighered.com (www.mypearsonstore.com)
(Square cubes with \$ signs on each stacked cube are on the cover of the text)
ISBN: 978-0-13-299487-3 (hard back text book)

****We will not be utilizing My Financelab in this course*****

ASU online course access: <http://my.asu.edu>

Technical Assistance: website: <http://asu.edu/helpdesk> 24/7 Phone: 480.965.6500
University Technical Office Help email: uto@asu.edu 24/7 Phone: 855-278-5080

College of Integrated Sciences and Arts is involved in “a university-wide effort aimed at driving student success-as measured by enrollment, retention, and graduation – by aligning people, processes, and infrastructure and delivering consistent, high quality service to all members of the ASU community” (<https://service.asu.edu>)

This course is offered by the College of Integrated Sciences and Arts. For more information about the school, or any concern that you have about the course, please contact your instructor first and then visit our website: <https://cisa.asu.edu> **Email: cisa@asu.edu**

Announcements: Course Announcements need to be checked frequently.

Course Objective: This course provides students with a foundational knowledge of financial management that drives resource allocations within organizations. The course covers key language terminology, time value of money, financial markets and securities, financial statements, financial analysis, risk and return, valuation of stocks and bonds, capital budgeting and valuation, cost of capital, working capital management, dividend policy, and international finance.

With a focus on global economic conditions, attention will be given to the capital markets and their influence on corporate decisions. Problem solving in case studies allows students to understand the “WHY” along with the math required to understand the strategy of resource allocations within organizations based on corporate goals and operating philosophies.

Course Outcomes: Learning Objectives appear at the beginning of each chapter to provide the student with an easy-to-use integrated system. Concept checks and “Can You Do It” and “Did You Get It” examples allow the student to practice and self-test throughout the text. Analyzing financial problems through mini-cases allows the student to practice and solve resource allocation concerns for the organization.

Workload Expectations in the Course: The Arizona Board of Regents, the governing board for ASU, NAU, and the U of A, has a policy on how much time students should invest in their courses. “A minimum of 45 hours of work by each student is required for each unit of credit...Off-campus courses, regardless of mode of delivery, may be assigned credit based on competencies or learning outcomes that are acquired through coursework and are equivalent to those of students in a traditional classroom setting. An equivalent of 45 hours of work by each student is required for each unit of credit”

(<http://azregents.asu.edu/rrc/Policy%20Manual/2-224-Academic%20Credit.pdf>).

Therefore, in a 3-credit course, students should expect to invest 45 hours in class meetings (or the online equivalent), as well as 90 hours doing homework and assignments- a total of 135 hours in any given session (A, B or C).

In this course and in other courses in your degree program, your faculty are committed to this standard because it promotes the breadth and depth of learning required in a high-quality university education. As you register for courses, keep this 135-hour standard in mind because during some semesters your work and/or family commitments may prevent you from taking a full load of classes.

Resource Allocations in Organizations

Maximization of shareholder wealth is the fundamental goal of a business. Stockholders are only one segment of the Stakeholders that have a direct or indirect concern for the maximization of wealth in an organization.

Five Principles that form the foundations of finance are:

1. **Cash Flow Is What Matters**
2. **Money Has a Time Value**
3. **Risk Requires a Reward**
4. **Market Prices Are Generally Right**
5. **Conflicts of Interest Cause Agency Problems**

Course Format: You will be assessed on course content by participating in unit quizzes, Assignment papers and Discussion Board Topic reviews. Quizzes will be timed and you will have the opportunity to scroll up and down to review questions, before you submit the assessment. Learning is the objective so feel free to utilize your notes and study aides.

Discussion Board Topics: Introduce yourself in the Discussion Board area and respond to a fellow classmate. At the conclusion of the course, you will also have the opportunity to express your Final Thoughts about our course.

Review one (1) classmate’s unit Assignment paper. Add your personal observations, in-text citation(s) and the reference(s) supporting the citation(s). You have to upload your assignment paper into the Discussion Board activity, before you can participate in this graded activity. APA Style of writing is used as a writing style format tool. www.apastyle.org

Assignment Paper: Each unit of study requests that you research a topic. You will use the internet and your course textbook. Your Assignment papers are due on a Friday evening, generally. They will be graded by the instructor and you will upload your REVISED assignment paper into the DISCUSSION BOARD TOPIC activity. You will have until Tuesday, generally, to review one (1) student Assignment papers in the **Discussion Board Topic** activity.

The assignment paper will include a Title page, two (2) pages of content and a final Reference page. Write your paper using the APA 6th edition style of writing formatting rules. The Assignment paper requires research from various sites as well as your course textbook. Each unit of study in the course has learning objectives and your written work needs to incorporate and tie together the learning objectives, financial terminologies and case examples from the course textbook. Prove to me that you can apply the unit's strategies of Resource Allocation in Organizations in real life situations, through your research and personal observations. Due dates, per unit of study, conclude at 11:59 p.m. Mountain Standard Time (MST).

If you are using Microsoft Word 2010 or any other word processor (such as Word Perfect), be sure to save your file as a doc, docx or pdf, before you submit the paper into the course. Spell-check and proof read your work. Correct English grammar is essential in collegiate writings. The Running head and short title of the paper, along with a page number, will be typed on the top line of the title/cover page. The longer title of your paper, your name and Arizona State University will be typed in the center of the Title page. I also ask that you add OGL 260-Unit #, and the date spelled out, per APA. The entire paper from the Title page, content and Reference page are double spaced. When I print papers from the online course to read and grade, I need to know the author of the paper right along with all of the pertinent information mentioned above.

A one inch border at the top, sides and the bottom of the paper are APA Style of writing rules. Use a 12 pt., Times New Roman font, when typing your double spaced paper. Quote an author's work within the paper in the in-text citations and reference the sources on the references page, at the end of the paper. When quoting the textbook authors, publishing year of the text or article, and page or paragraph number, use APA format rules (Keown, Martin & Petty, 2014, p. 36). Cite your references correctly. Understand what it means to plagiarize another person's work. Arizona State University will not tolerate "borrowing", "summarizing" or "copy and pasting" someone else's work. Give credit where credit is due, by simply using proper citations within your written work and include the sourced sites on the reference page (last page) of your paper.

Citing Style for Assignments:

APA style of writing: <http://apastyle.org> & <http://owl.english.purdue.edu>

Reference Sources: www.citefast.com

ASU Library system: www.asu.edu/lib

Learning Units: Be aware of the **open/close dates.**

Unit Learning Objectives, Tests, Discussion Board Topics, & Assignment papers.

Unit	OGL 260 TOPICS	LEARNING OBJECTIVES	ASSESSMENTS & POINTS	OPEN/CLOSE DATES
1	Intro to the Foundations of Financial Mgmt.	<p>Identify the goal of the firm.</p> <p>Understand the basic principles of finance, their importance, and the importance of ethics and trust.</p> <p>Describe the role of finance in business.</p> <p>Distinguish between the different legal forms of business.</p> <p>Explain what has led to the era of the multi-national corporation.</p>	<p>Read chapter 1</p> <p>Assignment paper: due Friday, March 17, 2017 (17 points) Research a multi-national corporation and relate your findings back to Learning Objective 5, "Explain what has led to the era of the multinational corporation." Write a 2 page paper detailing your research. Add direct quotes cited from multiple sources. Keep the chapter Learning Objectives in mind, as you write your paper. Title page, content with quotations cited in APA and a final Reference page. Running head: SHORT TITLE, page number 1. Center the longer title of your paper, your name, ASU, OGL 260-Unit # and date spelled out (March 17, 2017 for example).</p> <p>Upload your Assignment paper. APA style of writing.</p> <p>Discussion Board Topic Review: Upload your paper into the DB. Review one (1) student Assignment paper. Add your personal observations with supporting quotations, in-text citations and reference sources, due Tuesday, March 21, 2017 (6 points)</p> <p>Discussion Board: Introduce yourself to the class and welcome another student to class. Due Tuesday, March 21, 2017 (1) points)</p> <p>Quiz: Chapter 1 Due Tuesday, March 21, 2017 (10 points)</p>	March 13-21
2	Financial Markets and Interest Rates	<p>Describe key components of the U.S. financial market system and the financing of business.</p> <p>Understand how funds are raised in the capital markets.</p> <p>Be acquainted with recent rates of return.</p> <p>Explain the fundamentals of interest rate determination and the popular theories of the term structure of interest rates.</p>	<p>Read chapter 2</p> <p>Assignment paper: due Friday, March 24 (17 points) Choose one of the following: Salliemae.com, or Freddiemac.com or Fanniemae.com for a research activity. History, Purpose, Interest Rates & chapter Learning Objectives to be included. Research and write a research paper by the end of the unit. Make sure you quote the author's work within your paper correctly. List your sources for the material you researched on the Reference page of your paper (last page). APA style of writing with Title page, multiple quotations or paraphrased cited properly and the final Reference page.</p> <p>Upload your Assignment paper. APA style of writing.</p> <p>Discussion Board Topic Review: Upload your paper in the DB. Review one (1) student Assignment paper. Add your personal observations, supporting in-text citations and reference sources, due Tuesday, March 28, 2017 (06 points)</p> <p>Quiz: Chapter 2 Due Tuesday, March 28, 2017 (10 points)</p>	March 22-28

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3	Understanding Financial Statements and Cash Flows	<p>Compute a company's profits, as reflected by its income statement.</p> <p>Determine a firm's financial position at a point in time based on its balance sheet.</p> <p>Measure a company's cash flow.</p> <p>Explain the differences between GAAP & IFRS.</p> <p>Compute taxable income and income taxes owed.</p> <p>Describe the limitations of financial statements.</p> <p>Calculate a firm's free cash flows and financing cash flows.</p>	<p>Read chapter 3</p> <p>Assignment Paper: due Friday, March 31, 2017 (17 points) Research Home Depot. Analyze their book of business, history, purpose, stock and Learning Objectives from the text.</p> <p>APA style of writing with Title page, Content, In-Text Citations & multiple Reference sources should be included.</p> <p>Upload your Assignment paper.</p> <p>Discussion Board Topic Review: Upload your paper in the DB. Review two (2) assignment papers. Add your personal observations, supporting in-text citations and reference sources.</p> <p>Review one (1) student Assignment paper. Add your personal observations, supporting direct quotes, in-text citations and reference sources. Due Tuesday, April 04, 2017 (06 points)</p> <p>Quiz: Chapter 3 Due Tuesday, April 04, 2017 (10 points)</p>	March 29-April 04
4	The Meaning & Measurement of Risk and Return	<p>Define and measure the expected rate of return of an individual investment.</p> <p>Define and measure the riskiness of an individual investment.</p> <p>Compare the historical relationship between risk and rates of return in the capital markets.</p> <p>Explain how diversifying investments affects the riskiness and expected rate of return of a portfolio or combination of assets.</p> <p>Explain the relationship between an investor's required rate of return on an investment and the riskiness of the investment.</p>	<p>Read chapter 6</p> <p>Assignment paper: due Friday, April 07, 2017 (17 points) Study Problem 6-7 on page 214 in the text. Website: www.investopedia.com/university/beginner Read all eight topics in the Table of Contents. Choose 2 of the 8 topics and detail your thoughts on the 2 areas of interest to you. Include the Learning Objectives from the text.</p> <p>APA style of writing with a Title page, two pages of content with multiple citations. List your reference sources on the Reference page.</p> <p>Upload your Assignment paper.</p> <p>Discussion Board Topic Review: Upload your paper in the DB.</p> <p>Review one (1) student Assignment paper. Add your personal observations, supporting direct quotes, in-text citations and reference sources. Due Tuesday, April 11, 2017 (06 points) Quiz: Chapter 6 Due Tuesday, April 11, 2017 (10 points)</p>	April 05-11
5	The Valuation & Characteristics of Stock	<p>Identify the basic characteristics of preferred stock.</p> <p>Value preferred stock.</p> <p>Identify the basic characteristics of common stock.</p> <p>Value common stock.</p> <p>Calculate a stock's expected rate of return.</p>	<p>Read chapter 8</p> <p>Assignment paper: Due Friday, April 14, 2017 (17 points) Research Johnson and Johnson (JNJ) which is traded on the New York Stock Exchange. Wall Street Journal http://quotes.wsj.com Detail the history, products, stories, facts, stock history and company profile. Your personal observations are welcome. Include a Learning Objective from the text.</p> <p>Upload your Assignment paper.</p> <p>Discussion Board Topic Review: Upload your paper in the DB. Review one (1) student Assignment paper. Add your personal observations, supporting direct quotes, in-text citations and reference sources. Due Tuesday, April 18, 2017 (06 points)</p> <p>Quiz: Chapter 8 Due Tuesday, April 18, 2017 (10 points)</p>	<p>April 12-18</p> <p>Please complete the ASU Course Evaluation.</p> <p>Our University, College, Department and I read all of your comments and suggestions to make OGL 260 a value-added collegiate course.</p> <p>THANK YOU</p>

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6	Cash Flows & Other Topics in Capital Budgeting	<p>Identify guidelines by which we measure cash flows.</p> <p>Explain how a project's benefits and costs-that is, its free cash flows are calculated.</p> <p>Explain the importance of options, or flexibility, in capital budgeting.</p> <p>Understand, measure, and adjust for project risk.</p>	<p>Read chapter 11</p> <p>Assignment paper due Friday, April 21, 2017 (17 points) Write a paper on any product you have an interest in researching. Relate your findings to Learning Objective #4 in the text: Understand, Measure and Adjust for project risk (pp. 360-369).</p> <p>APA style of writing</p> <p>Upload your Assignment paper.</p> <p>Discussion Board Topic review: Upload your paper into the DB. Review one (1) student Assignment paper. Add your personal observations, supporting in-text citations and reference sources, due Friday, April 28, 2017 (06 points)</p> <p>Quiz: Chapter 11 Due Friday, April 28, 2017 (10 points)</p> <p>Final Thoughts Discussion Board. One (1) point).</p>	April 19-28

Grading

Grade	Percentage	Points Range
A	93-100	186-200
A-	90-92	180-185
B+	87-89	174-179
B	83-86	166-173
B-	80-82	160-165
C+	77-79	154-159
C	70-76	140-153
D	60-69	120-139
E/F	<60	<119

Assignment Paper & Responses to Student Paper Grading Criteria

Grades reflect your accurate research on relevant unit material. Completeness of your research as it applies to our Learning Objectives in the Unit of Study. APA 6th edition style of writing. Adherence to deadlines. Open the grade associated with the activity for personal feedback, from My Grades in your online course.

A = Excellent = Exceptional Paper

- All items requested in the assignment details are included
- Comprehensive grasp of subject matter is demonstrated
- In-depth understanding of relevant concept issues related to the topic
- Profound analytical critique, synthesis and evaluation of information
- Thorough explanation of the connection and/or application of disciplines
- A clear, concise, and fluent style highlighting a well-written & logically structured paper
- A flawless mastery of grammar, structure, spelling and style
- Standard APA Style of writing. Timely submission and academic integrity

B = Above Average Paper

- All items are included: meets all requirements
- Good grasp of subject matter demonstrated
- Basic understanding of relevant concepts & issues related to topic addressed
- Incorporates the connection between disciplines or the application of material read
- Some in depth analytical critique, synthesis, & evaluation of information
- A clear, concise, and fluent style highlighting a well-written & logically structured essay
- A good grasp of grammar, structure, spelling, & citations.
- Timely submission and academic integrity.
- Standard format of number of pages, margins, fonts, space, title page, reference page, etc.

C = Satisfactory = Competent Paper

- All items are not included: one key area weak or missing
- Basic grasp of subject matter is demonstrated
- Some understanding of relevant concepts & issues related to topic addressed
- Adequate attempt for analytical critique, more reporting than analyzing
- Minimal attempt to discuss/apply subject material concept
- Essay with an acceptable style and structure
- Basics of grammar, structure, and spelling and citations
- Standard format of number of pages, margins, fonts, space, title page, reference page, etc.
- Timely submission and academic integrity

D = Poor = Marginally Acceptable Paper

- All items are not included: more than one key item missing or very weak
- Confusion of subject matter is demonstrated
- Understanding of relevant concepts & issues related to topic addressed is weak
- Just reporting events
- Just mentions the connection between, or application of content covered
- A basic grasp of grammar, structure, spelling, & style
- Standard format number of pages, margins, fonts, space, title page, etc.
- Timely submission and academic integrity

E = Failing = An Unacceptable Paper

- All items are not included
- A basic lack of understanding of the subject matter
- No attempt to go beyond description
- No mention of the application or integration of content covered
- Written expression is disorganized and poorly expressed
- Serious errors in grammar, sentence structure, and spelling
- Timely submission & Academic integrity questionable
- Standard format not followed

Communicating With the Instructor

This course uses an ANNOUNCEMENT page. Please check this frequently for course updates. Email questions to your instructor. You can expect a response within 48 hours.

Online Course

This is an online course. There are no face-to-face meetings. Email me 24/7 with any concerns.

Email and Internet

ASU email is an official means of communication among students, faculty, and staff. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly. All instructor correspondence will be sent to your ASU email account.

Course Time Commitment

This three-credit course requires approximately 135 hours of work. Please expect to spend around 45 hours each week preparing for and actively participating in this course.

Late or Missed Assignments

Notify the instructor BEFORE an assignment is due, if an urgent situation arises and the assignment will not be submitted on time. Published assignment due dates (Arizona Mountain Standard time) are firm. Please follow the appropriate University policies to request an accommodation for religious practices or to accommodate a missed assignment due to University-sanctioned activities.

Submitting Assignments

All assignments, unless otherwise announced, MUST be submitted to the designated area of Blackboard. Do not submit an assignment via email.

Drop and Add Dates/Withdrawals

This course adheres to a compressed schedule and may be part of a sequenced program, therefore, there is a limited timeline to drop or add the course. Consult with your advisor and notify your instructor to add or drop this course. If you are considering a withdrawal, review the following ASU policies: Withdrawal from Classes, Medical/Compassionate Withdrawal, and a Grade of Incomplete.

Grade Appeals

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the department chair per the University Policy for Student Appeal Procedures on Grades.

Student Conduct and Academic Integrity

ASU expects and requires its students to act with honesty, integrity, and respect. Required behavior standards are listed in the Student Code of Conduct and Student Disciplinary Procedures, Computer, Internet, and Electronic Communications policy, ASU Student Academic Integrity Policy, and outlined by the Office of Student Rights & Responsibilities. Anyone in violation of these policies is subject to sanctions.

Students are entitled to receive instruction free from interference by other members of the class. An instructor may withdraw a student from the course when the student's behavior disrupts the educational process per Instructor Withdrawal of a Student for Disruptive Classroom Behavior.

Appropriate online behavior (also known as netiquette) is defined by the instructor and includes keeping course discussion posts focused on the assigned topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board posts may be deleted by the instructor.

The Office of Student Rights and Responsibilities accepts incident reports from students, faculty, staff, or other persons who believe that a student or a student organization may have violated the Student Code of Conduct.

Prohibition of Commercial Note Taking Services

In accordance with ACD 304-06 Commercial Note Taking Services, written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the notetaker's name as well as the instructor's name, the course number, and the date.

Course Evaluation

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

Syllabus Disclaimer

The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. Please remember to check your ASU email and the course site often.

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at the Disability Resource Center (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

Qualified students with disabilities may be eligible to receive academic support services and accommodations. Eligibility is based on qualifying disability documentation and assessment of individual need. Students who believe they have a current and essential need for disability accommodations are responsible for requesting accommodations and providing qualifying documentation to the DRC. Every effort is made to provide reasonable accommodations for qualified students with disabilities.

Qualified students who wish to request an accommodation for a disability should contact their campus DRC. <https://eoss.asu.edu/drc> email:DRC@asu.edu phone:480.965.0441

Title IX

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <http://sexualviolenceprevention.asu.edu/faqs/students>

Tutoring Assistance (writing) in person at ASU: <https://tutoring.asu.edu/writing-centers>
Online at ASU: <https://tutoring.asu.edu/online-tutoring>