PARKLAND COLLEGE

Course Information Form (CIF)

Course Code: BUS 264
Course Title: Introduction to Finance

Department: Business/Computer Science and Technologies
Effective Date: Summer 2026
PCS Code: 1.1 - Baccalaureate/Transfer
CIP Code: 52.0301
Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3
Credit Hour Distribution:

Lecture: 3	Lab: 0	Clinical: 0	**Total: 3**

General Course Information

Catalog Description

Introductory course in managerial finance: financial analysis, budgeting, sources of capital (short- and long-term), and cost of capital.

General Course Objectives

- Develop an overall concept of financial management;
- Develop an understanding of the integration of basic financial concepts into an overall financial system;
- An introduction into the analysis of future requirements in terms of financial payouts; costs and sources of long-term capital investment.

Minimum Placement Levels

English	Reading	Math
None	None	None

Prerequisites

Credit or concurrent enrollment in ACC 101

Methods of Evaluation

3 objective exams, 1 computer Excel project, 1 research paper.

Instructional Materials and Additional Supplies

Financial Management: Principles and Applications, current edition. Keown, Martin, Petty, and Scott, Jr.

Course Content

General Learning Outcomes (GLOs)

- Reasoning and Inquiry: Students will demonstrate the ability to solve problems using deductive reasoning and logic, quantitative reasoning, or the scientific method.
- Technology: Students will demonstrate the ability to evaluate, select, and appropriately use current and emerging tools.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
An Overview of Financial Management	1. Describe the role of finance in the marketplace.	2	0	0
Financial Markets and Institutions	1. Differentiate between savings, investments, and consumption. 2. Describe the types of financial instruments including stocks, bonds, CDs, and commercial paper. 3. List and define the types of financial intermediaries including banks, brokerages, and mutual funds. 4. Describe the various types of financial markets.	3	0	0
Financial Statements and Taxes	1. Prepare and interpret a balance sheet, an income statement, and a cash flow statement. 2. Calculate corporate taxes and explain tax loss carry-back and carry-forward provisions.	3	0	0
Analysis of Financial Statements	1. Use financial statements to calculate financial ratios. 2. Construct a DuPont chart and analyze it. 3. Make recommendations for a firm based on financial ratios.	3	0	0
Time Value of Money	1. Identify interest as a factor in financial decision making by explaining: 1) Present value concepts, 2) Annuities, 3 Interest rate variations, and 4) Market Discount rate.	4	0	0
Interest Rates	1. Define various components of interest rate calculations. 2. Demonstrate the construction of yield curves. 3. Calculate the term structure of interest rate problems.	3	0	0
Bonds and Their Valuation	1. Define various terms used in the bond market. 2. Calculate the value of corporate bonds using Present Value.	3	0	0
Risk and Rates of Return	1. Define and explain these terms: 1) risk and return trade-off, 2) probability, 3) expected returns, 4) standard deviation and beta as measures of risk, and 5) portfolio risk.	3	0	0
Stocks and Their Valuation	1. Calculate the extrinsic and intrinsic value of common stock. 2. Define and explain stock value, dividend policy, required rates of return, and single versus multiple holding periods.	3	0	0
Cost of Capital	1. Define and explain the cost of capital including debt cost, equity cost, and internal financing costs. 2. Calculate the weighted average cost of capital.	3	0	0
Basics of Capital Budgeting	1. Demonstrate the use of various capital budgeting formulas using Present Value tables, Excel spreadsheets, and a calculator with Present Value functions.	3	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Cash Flow, Risk Analysis, and Capital Rationing	1. Explain techniques of capital budgeting and the significance and application of capital budgeting. 2. Rank various investment proposals. 3. Explain the change in rankings based on cash flow timing.	2	0	0
Capital Structure and Leverage	1. Explain the use of financial and operating leverage including tax consequences. 2. Calculate break-even using Cost Volume Profit graphs and math equations. 3. List and explain variations in leverage including leasing.	2	0	0
Distribution to Shareholders	1. List and explain commonly used dividend policies. 2. Explain alternative theories of dividend policies. 3. Explain stock splits.	2	0	0
Working Capital Management	1. Define working capital and explain its importance. 2. Identify steps in managing assets and liabilities. 3. Explain how to use comparative ratios and the DuPont Chart to make decisions.	3	0	0
Financial Planning and Forecasting	1. Demonstrate how to develop budgets using different growth scenarios. 2. Determine when additional sources of funds are needed to meet forecasted needs.	1	0	0
Multinational Management	1. Explain the issues that affect the management of a multinational company including the cultural differences. 2. Calculate currency exchange rates and explain their effect on risk.	1	0	0
Use of Options	1. Define and explain basic terms used in options markets. 2. Demonstrate how to use options to increase returns and lower risks.	1	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0