

**Business 455 – Corporate Finance Seminar**  
**Sec 1: T,R 12:35-1:50 CPS 310**  
**University of Wisconsin – Stevens Point**  
**Fall, 2016**

Instructor: Professor Kevin M. Bahr, Ph.D., C.P.A., P.F.S.  
Office: CPS 408  
E-Mail: *kbahr@uwsp.edu* (preferred method)  
Office phone: (715) 346-4062  
Office Hours: Tuesday 9:45-11:00; Thursday 9:45-11:00 and 2:00 – 3:30

**PLEASE READ THIS SYLLABUS CAREFULLY AND RETAIN IT FOR FUTURE REFERENCE; IT CONTAINS YOUR RESPONSIBILITIES TO SUCCESSFULLY COMPLETE THIS COURSE. THIS SYLLABUS IS SUBJECT TO ANY CHANGES ANNOUNCED IN CLASS OR THROUGH CAMPUS E-MAIL; IT IS YOUR RESPONSIBILITY TO BE AWARE OF ANY CHANGES THAT ARE ANNOUNCED.**

**1. Course Description**

**BUS 455. Corporate Finance Seminar.** 3 cr. Current topics and advanced discussion of corporate finance subjects (including financial markets). Topics include financial markets, corporate financing, financial forecasting, mergers and acquisitions, and financial statement analysis. Prereq: Bus 350.

**2. Course Objectives**

This is primarily a project driven course. The course has the following objectives:

- Provide you with a solid understanding of recent and current events in corporate finance and the financial markets.
- Utilizing current financial market information to make investment/corporate finance decisions.
- Practically apply knowledge of financial markets and corporate finance principles and techniques to real-world situations.
- Discuss corporate structure and financing alternatives for firms.
- Analyze current financial markets and understand the implications for corporate finance.
- Understand the interrelationship between corporate finance to strategic management.
- Utilize current corporate and financial market information in financial analysis.

**3. Grading and Projects**

EXAM 1	20%
EXAM 2	20%
INVESTMENT PROJECT	15%
FIRM ANALYSIS AND VALUATION PROJECT	20%
CORPORATE FINANCIAL PLANNING PROJECT	25%

### **EXAMS – 40% OF FINAL GRADE (2 EXAMS EACH WORTH 20%)**

Two mid-term exams will be given, with each exam worth 20% of your final grade. The exams are on-line, multiple choice, open note exams.

### **INVESTMENT PROJECT – 15% OF FINAL GRADE**

Students will be split into groups; the exact number of groups and the number of students in each group will be a function of class enrollment. Each group will make a presentation to the class recommending a suitable investment/retirement portfolio from a list of funds in a hypothetical 401k plan (which isn't really all that hypothetical). Groups selected for presentation on a given day will simply present; they will not attend other group presentations on that day. Students in attendance for the presentations on a given day will critique and suggest grades for the groups that are presenting. They will also indicate which of the suggested retirement portfolios by the various groups they feel is the best retirement portfolio to invest in. It is essentially a competition between groups on a given day; students in groups not presenting that day will critique the presentations and portfolio recommendations of the groups that have presented, and suggest the grading for group presentations. Details will follow.

### **FIRM ANALYSIS AND VALUATION PROJECT – 20% OF FINAL GRADE**

Each student will select a public company and perform a financial analysis and stock valuation of the firm. Students will be required to select different companies (no two students can select the same company). In class we will use Harley-Davidson as an example. You may not use Harley-Davidson. Your analysis will conclude with a ten-page paper. Details will follow.

### **CORPORATE FINANCIAL PLANNING PROJECT – 25% OF FINAL GRADE**

Each student will select and analyze a selected public company for possible purchase (you can use the same company selected for the individual project). You may not use Harley-Davidson. Your analysis will culminate in a presentation to the class in which the student 1) justifies financial projections that are developed for the company, 2) develops an appropriate capital structure, and 3) determines an appropriate purchase price.

The project consists of two components: 1) Financial Plan, and 2) Presentation.

#### **1) Financial Plan**

Each student is required to prepare their own long-term financial plan for a selected publicly traded company. Your financial plan should include the following:

1. Pro forma (projections) financial statements (5 years)
  - balance sheet, statement of cash flows, income statement
2. Proposed Capital structure
  - amounts and type of debt
  - amount of equity
3. The compounded annual return for shareholders.

Your financial statements should be on a Microsoft Excel spreadsheet. You will be provided with a Microsoft Excel model that you can use for your company's financial modeling. Your financial plan will include the above financial statements, and a written explanation (bullet points are fine) supporting your financial plan. Maximum – 8 pages, including the financial statements.

#### **2) Presentation**

Your presentation (approximately) is basically a detailed explanation and justification of your financial projections. Details will follow.

## ATTENDANCE/DISCUSSION

The class will be in a seminar/hybrid format, with presentations and discussion on various topics. As such, it is highly recommended that you attend class. Your attendance will be required on all presentation/project days. Missing class on these days will result in a reduction of your grade on the specific project. There will be selected dates when the class will NOT meet, to give you an opportunity to work on assigned projects and review relevant material.

## GRADING

A- 90-92; A 93-100%

B- 80-82 B 83-86 B+ 87-89

C- 65-69 C 70-74 C+ 75-79

D- 50-54 D 55-59

F < 50

**The Projects are expected to be your original work. Students copying or plagiarizing are subject to academic misconduct. Don't do it.**

## 4. Timetable

**This timetable is tentative and subject to change. It is your responsibility to be aware of any changes that are announced.** All topic material, to the extent possible, will be downloaded into D2L. As a seminar course, we will spend varying amounts of time on the material that will be covered, which includes integrating current events into the course. As a result, the amount of time spent covering topics, and the timing of when topics will be covered, is subject to change. In addition, student projects and presentations are an integral part of this course. As a result, select days will be hybrid days which can be used for research on required projects.

<u>Week of</u>	<u>Topics</u>
<b>Sept. 6</b>	<b>Introduction to the Course/Projects</b>
<b>Sept. 13</b>	<b>Financial Markets –Investing and Retirement</b>
<b>Sept. 20</b>	<b>Financial Markets –Investing and Retirement</b>
<b>Sept. 27</b>	<b>Investing and Retirement - Presentations</b>
<b>Oct. 4</b>	<b>The Current State of the Economy and the Financial Markets</b>
	<b>Financial Analysis Review</b>
<b>Oct. 11</b>	<b>Harley-Davidson – Firm Analysis and Valuation Project Example</b>
<b>Oct. 18</b>	<b>Entrepreneurial Finance and Venture Capital</b>
<b>Oct. 25</b>	<b>Private Placements/Small Business Finance</b>
<b>Nov. 1</b>	<b>Mergers and Acquisitions</b>
	<b>Financial Forecasting and Financial Modeling</b>
<b>Nov. 8</b>	<b>Corporate Financial Planning Project</b>
<b>Nov. 15</b>	<b>Project Discussion</b>
<b>Nov. 22</b>	<b>Project Discussion/Thanksgiving</b>
<b>Nov. 29</b>	<b>Corporate Financial Planning Project Presentations</b>
<b>Dec. 6</b>	<b>Corporate Financial Planning Project Presentations</b>
<b>Dec. 13</b>	<b>Corporate Financial Planning Project Presentations</b>

## EXAM WINDOWS

**EXAM 1: FRIDAY OCT. 21, 8:00 A.M. THROUGH THURSDAY OCT. 27, 5:00 P.M.**

**EXAM 2: THURSDAY NOV. 17, 8:00 A.M. THROUGH WEDNESDAY NOV. 23, 5:00 P.M.**

**FIRM ANALYSIS AND VALUATION PROJECT DUE DATE**

**TUESDAY, NOV. 1**

**CORPORATE FINANCIAL PLANNING PROJECT DUE DATE**

**THURSDAY, DEC. 1**