Sentry School
of Business & Economics
University of Wisconsin-Stevens Point

MBA

AACSB
ACCREDITED

COURSE SYLLABUS

Course Prefix & Number	Bus 710-01 & W01	
Course Name	Financial Leadership through Applied Decision Making	
Term	Fall	2023

1. COURSE INFORMATION

1.1. *Instructor Information*

Instructor:	Dr. Deborah Beyer
Office:	CPS 414
Physical Office Hours:	Tuesday 12:30 to 1:30, Thursday 10 - 11
Virtual Office Hours:	Wednesday 10 – 11 (on Zoom); by appointment
Office Telephone:	715-346-2728 (use email to contact me directly)
E-mail:	dbeyer@uwsp.edu
Expected Instructor Response Time:	24 hours on weekdays. Please contact me with any questions you may have.

1.2. *Course Information*

| Meeting Time & Location for face-to-face sessions:	See attached schedule. Note that we will meet together as a class 5/8 sessions: four times in Stevens Point, and once in Wausau. The remaining 3 sessions will be asynchronous.
Course Description:	Corporate financial strategic leadership skills are developed through situations that apply financial theory and principles to real-world problem solving and strategic planning. The project and topics may include: computer modeling and financial forecasting; capital structure determination, business valuation; investment analysis; industry and firm analysis; current economic and financial market analysis, including important international issues in corporate strategic planning.
Credits:	3
Prerequisites:	None

1.3. *Textbook & Course Materials*

Suggested Text(s):	Principles of Finance (through OpenStax) found on Canvas (free)
Recommended Text(s):	None
Other Readings:	PowerPoint slides and articles provided to students on Canvas
Other Required Materials / Applications:	Harvard Case Study Packet (small fee) Online StandOut Assessment (free)

1.4. *Course Technology*

Course Website:	Course material and schedule found on Canvas
Other Websites:	Indicated throughout course on Canvas
Course Delivery:	Hybrid: 5 in-person sessions, 3 asynchronous sessions

Delivery Mode Changes: Changes to course delivery may occur at any time during the term to address public health and safety concerns.

Canvas Support:

Click on the HELP button (Help) in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question
  Submit a question to your instructor
    o Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
- Chat with Canvas Support (Student)
  Live Chat with Canvas Support 24x7!
    o Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
- Contact Canvas Support via email
  Canvas support will email a response
    o Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone
  Find the phone number for your institution
    o Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
- Search the Canvas Guides
  Find answers to common questions
    o Searching the Canvas guides connects you to documents that are searchable by issue. You may also opt for Canvas video guides.
- Submit a Feature Idea
  Have an idea to improve Canvas?
    o If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.

Self-train on Canvas through the Self-enrolling/paced Canvas training course: https://uwstp.instructure.com/enroll/FNRAL8

UWSP Technology Support: The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at

techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit:
https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx

For technology instruction sheets, online support videos, and other related resources, go to:
https://www.uwsp.edu/online/Pages/Student-Support.aspx

The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit:
https://www3.uwsp.edu/tlc/Pages/TechEssentials.aspx

Additional tools designed to help students taking online or hybrid courses can be found at:
https://www.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx

2. LEARNING OUTCOMES

2.1. *Course Goals*

The goals of the course align with the following MBA Program Learning Outcomes (PLOs):
1. Develop and Enhance Applied Leadership Skills
2. Conduct Data Analysis
3. Integrate Financial Analysis
4. Lead People, Projects, and Organizations
6. Identify Regional Business Opportunities and Conduct Economic Analysis

2.2. *Course Learning Objectives*

Course Learning Objectives meant to meet Course Goals include the following.

At the end of this course, students will be able to:
1. Identify macroeconomic factors, local economic conditions, risk factors, and corporate governance issues that impact corporations. (PLO 6)
2. Illustrate the importance of discounted cash flow analysis in making corporate capital budgeting and valuation decisions. (PLO 2)
3. Conduct corporate valuations based on analysis of financial statements, ratio analysis, and financial forecasting. (PLOs 2, 3)
4. Communicate financial recommendations to management and the board of directors based on financial analyses and research. (PLOs 1, 4)

2.3. *Academic Unit*

SSBE Mission:	The UW-Stevens Point Sentry School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SSBE achieves its mission by valuing:
- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment:	SSBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

3. COURSE POLICIES

3.1. *Attendance and Participation*

Please make every effort to attend class as scheduled. If you need to miss a class for good reason, please let me know ahead of time if possible. Your participation grade is based on being in class!
- See below for more detail regarding participation grades.

3.2. *Late Work*

Please plan to turn in your work on time. Other than your final project, which must be completed on time, you may complete Canvas quizzes up to one day late for no penalty. After that, each additional day late will result in 20% taken off the grade for that assignment.

3.3. *Etiquette/Netiquette*

Please be respectful of everyone and their points of view in this class.

4. GRADING

4.1. *Grading Scheme*

Letter Grade	Percentage Range (x = your score)				
A	93.0%	≤	x	≤	100.0% (or other max)
A-	90.0%	≤	x	≤	92.9%
B+	87.0%	≤	x	≤	89.9%
B	83.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	82.9%
C+	77.0%	≤	x	≤	79.9%
C	73.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	72.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%

4.2 Grading Components

Your final grade will be based on your scores from participation, quizzes, Harvard Business Case group discussions, and a final company project.

- Periodic quizzes on the material will also be given in Canvas. Together, these quizzes will comprise 12% of the student's final grade. <u>Students may take each of the quizzes 3 times and will receive the highest grade scored on the quiz</u>.
- We will be working on 3 Harvard Business Cases in this class. Your grade for each case we discuss will be worth 10%, for a total of 30%. Grades will be based on contributions to group analysis and discussions.
- I encourage active participation in class discussions. Participation comprises 18% of final grade.

  - Class discussions stimulate and promote learning. Given the vast array of background experiences and expertise in this class, I believe you all have valuable insights to contribute. I seek an interactive classroom dynamic and as such, attribute an important part of your grade to participation. In view of this, your discussion grade is worth 20% of the class grade. Here's the grade breakdown:
  - A = active participation during each class period. In other words, it is apparent that you have completed outside work and can contribute to discussions in a meaningful way.
  - B = some participation during each class period. You have completed most of the outside work, but your participation is mainly limited to responding to directed questions.
  - C = you come to class and participate occasionally, but only speak when asked a question.
  - Below C = it is evident you have not completed your outside work and you rarely participate. Most of your time is spent focused on your phone.

- The company assessment project and presentation comprise 40% of the final grade.

4.3 Points Available

	Percent	Item Description	Gradebook Category (*if provided*)
	12%	Online Quizzes	Quizzes
	30%	Harvard Business Case Studies	Case Study
	18%	In-class Discussions	Participation
	40%	Company project/presentation	Final Project
		• 20% written part • 20% oral part	
	100%	**TOTALS**	

5. COURSEWORK DESCRIPTIONS & COMMENTARY

5.1. *Exams*

None

5.2. *Quizzes*

Periodic quizzes on Canvas correspond to material learned in both synchronous and asynchronous sessions. These quizzes will collectively count for 12% of your final grade. You will have 3 tries on each quiz. The highest grade will be recorded.

5.3. *Assignments*

Assignments will primarily be in the form of tasks completed on your final project. Together, these assignments will contribute to the grade received on the final project.

6. SCHEDULE

6.1. *Dates and Deadlines*

There is a tentative course schedule in Canvas. All provided course schedules are organized by week number in accordance with the official UWSP Academic calendar. A direct link to the UWSP Academic calendar can be found here:
https://www.uwsp.edu/acadaff/Pages/AcademicCalendar.aspx

7. OTHER ADMINISTRATIVE DETAILS

7.1. *ADA / Equal Access for Students with Disabilities*

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability Resource Center (DRC) to complete an Accommodations Request form. The DRC is located in room 108 in the Collins Classroom Center (CCC). For more information, call 715-346-3365 email drc@uwsp.edu, or visit: www.uwsp.edu/drc

7.2. *Nondiscrimination Statement*

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit:
https://www3.uwsp.edu/hr/Pages/Affirmative%20Action/affirmative-action-program.aspx

7.3. *SSBE Inclusivity Statement*

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it. To do so, first go to https://www3.uwsp.edu/hbrt/Pages/default.aspx, then click the button that corresponds to the appropriate campus, and finally complete and submit the report. You may also contact the Dean of Students office directly at dos@uwsp.edu. Further information on UWSP's commitment to an inclusive campus can be found here: https://www.uwsp.edu/equity-diversity-inclusion/?_ga=2.153240891.2061676798.1662211020-1646716202.1584973873

7.4. *Religious Beliefs Accommodation*

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

7.5. *Help Resources*

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 234 Collins Classroom Center (CCC). For more information, call 715-346-3568 or visit: https://www.uwsp.edu/tlc/Pages/default.aspx

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: http://www.uwsp.edu/stuhealth/Pages/default.aspx

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: http://www.uwsp.edu/counseling/Pages/default.aspx

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. Responding to students with care, concern, and resources is critical in supporting the success of our students and campus community, and therefore the Dean of Students maintains a list of resources that can provide support for a wide variety of situation. That list can be found here, https://www3.uwsp.edu/dos/Pages/resources.aspx. Moreover, the Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. Simply put, the Dean of Students is here to help. If you are ever unsure of what to do or who to contact, contact the Dean of Students Office at 715-346-2611 or visit them online at http://www.uwsp.edu/dos/Pages/default.aspx

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx

7.6. *Emergency Response Guide*

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to: https://www3.uwsp.edu/emergency/Documents/UWSP%20Emergency%20Guidebook.pdf

7.7. *UWSP Community Bill of Rights and Responsibilities*

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities

7.8. *University Attendance Policy*

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at: https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx

7.9. *University Drop Policy*

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at: https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

7.10. *Academic Honesty*

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/14

7.11. *Grade Reviews/Appeals*

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at: https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx

7.12. *Non-Academic Misconduct*

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: https://www.uwsp.edu/dos/Pages/stu-conduct.aspx.

7.13. *Confidentiality*

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: https://www.wisconsin.edu/dle/external-application-integration-requests/. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Polices for tool used at UWSP be found at: https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx

Here are steps you can take to protect your data and privacy:
- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at: https://www.uwsp.edu/infosecurity/Pages/default.aspx.

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.14. *Intellectual Property - A Guide to Student Recording & Sharing Class Content*

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.15. *Sample Coursework Permission*

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.16. *Revision Clause*

This syllabus, the provided schedule, and all aforementioned coursework are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

7.17. *COVID-19*

Staying healthy is key to a safe, successful academic year. Many COVID-19 restrictions have been lifted, both across the state and on UW-Stevens Point campuses. Yet COVID cases continue, so it's important to continue taking precautions, especially when COVID-19 community levels are high. Please consult the CDC for their guidelines.

If you have tested positive for COVID, please contact me and refrain from attending class for 5 days.