

MASTER SYLLABUS
School Of Business Administration, Sonoma State University
BUS 471 Financial Planning and Strategy (4)

- I. **Catalog Description:** The application of financial concepts and analytical methods to the development and evaluation of alternative financial strategies and opportunities available to the firm. Emphasis is placed on financial decision-making and analysis of the small and mid-size firms.
- II. **Prerequisites:** BUS 470.
- III. **Course Learning Outcomes:** At the end of this course, students should be able to:
- A. Evaluate business and financial alternatives available to the firm using appropriate analytical methods and criteria.
 - B. Present both in writing and orally justification of recommendations based on careful and complete analysis of alternatives.
- IV. **Course Materials:** Handouts, excel spreadsheets, materials on web site, text from BUS 470.
- V. **Teaching Methods:** The primary teaching method for this course is review by lecture of theories, concepts, and analytical methods, class discussion, and case problem solution with both written and oral presentation.
- VI. **Evaluation Tools:** Student performance is determined by their performance on exams, case evaluations, written work, quality of contribution to discussions, and formal presentations.
- VII. **Course Content:**
- A. **Course Topics:**
 1. Advanced tools of analysis
 2. The evaluation of alternatives under conditions of uncertainty
 3. The development and evaluation of financial plans
 4. Firm valuation
 5. Cost of capital
 6. Capital budgeting
 7. Capital structure decisions
 8. Dividend policy
 9. Working capital management
 10. Financial distress, bankruptcy
 11. Mergers, acquisitions, divestitures
 12. International finance
 - B. **Interdisciplinary Content:**

	Minimum Number of Class Hours Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	3	No
Ethical Issues	.5	No

Political Issues		
Social Issues		
Legal/Regulatory Issues	.75	No
Environmental Issues		
Technology Issues		
Demographic Diversity		

C. Interdisciplinary Skills:

**Required Graded
Work Other Than
Exams?**

Oral Communications	Yes
Written Communications	Yes
Critical Thinking	Yes
Working in Teams	Optional