

**GCOM 7060 – Financial Management  
Fall 2022 Course Outline and Syllabus**

Section 1: TTh 2:00p – 3:15p in Rouss-Robertson 123  
Section 2: TTh 3:30p – 4:45p in Rouss-Robertson 123  
Section 3: TTh 5:00p – 6:15p in Rouss-Robertson 123  
Optional Review Sessions: M 6:30p – 7:45p in Rouss-Robertson 123

Instructor: Prof. W Ben McCartney  
Modality: Face-to-Face  
Office: Zoom or Rouss-Robertson 344  
Office Hours: By Appointment  
Email: [ben.mccartney@virginia.edu](mailto:ben.mccartney@virginia.edu) (preferred means of contact)  
Course Website: Blackboard

TA: Joon Lee  
TA Email: [jl6pu@virginia.edu](mailto:jl6pu@virginia.edu)  
Review Sections: RRH 123, Monday evenings from 6:30p – 7:45p; starting on 8/29, excluding 9/12, 10/3  
TA Office Hours: Fridays from 1:30p – 3:30p (Room RRH 264); or by appointment

**1. COURSE DESCRIPTION.** In GCOM 7060 we develop skills in financial analysis. All students who aspire to be decision-makers and leaders, regardless of functional area of expertise, must understand the basic principles of finance. We study how to read and interpret financial statements, what the time value of money is, how to value projects, bonds, and stocks, and how to think about common issues in capital budgeting. Students will practice with online homework assignments. Two exams will test students on their mastery of the finance toolkit.

**2. REQUIRED COURSE MATERIALS**

**a. MyLab / Text.** There is a required text for this course. Please access through Blackboard:

Content → Homework Assignments → “MyLab and Mastering Course Home”

- MyLab Finance with Pearson eText  
*Corporate Finance*, 5th edition  
Jonathan Berk, Peter DeMarzo  
Pearson  
ISBN-13: 978-0135161029
- The purchase of this ISBN grants you access to MyLab, the online website that was designed with the textbook. You will do your homework assignments on the website. You are required to sign up for MyLab. You must register using your UVA e-mail address to ensure you receive credit for your homework. All students should register by going through Blackboard:

- The purchase of this ISBN also gives you access to the ebook which contains the full text of the textbook. That is, if you want to buy only the product linked above you will have everything you need. If you would like, you can also purchase a loose-leaf version of the text or a hardback cover version; this is absolutely not required.
- Several other finance track courses use this same textbook.

**b. Blackboard.** Lecture notes, slides, and other learning resources will be posted on Blackboard. I expect you to check the website for updates regularly.

**c. Calculator.** You may use any calculator that you like. For homework assignments you will need to use Excel. For exams, you will be limited to just a calculator without internet access. Phones and laptops will not be allowed. I highly recommend the fairly basic, but highly useable and intuitive, **Texas Instruments 30X**. You may use a financial calculator – like the Texas Instruments BAII Plus – but I’m not a huge fan and will not be teaching with it.

**d. Paperback Books.** You have three opportunities to read and respond to books for extra credit. This is not required, but I highly recommend all of these books!

- *Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty*  
Abhijit Banerjee and Esther Duflo
- *Bad Blood: Secrets and Lies in a Silicon Valley Startup*  
John Carreyrou
- *Super Pumped: The Battle for Uber*  
Mike Isaac
- *Fixer-Upper: How to Repair America’s Broken Housing Systems*  
Jenny Schuetz
- *The Color of Law: A Forgotten History of How Our Government Segregated America*  
Richard Rothstein

### 3. GRADING, ASSIGNMENTS, AND EXAMS

**a. Course Grade.** The course grade will be based on homework assignments on Connect and two exams. Your course grade will be determined using the following weights:

MyLab Homework Assignments	20% of final grade
In Class Exam 1	40% of final grade
In Class Exam 2	40% of final grade
Paperback Write-Ups	Up to 3% extra credit

If the class needs to move online for any reason, exams taken in person will be overweighted while exams taken online will be underweighted. I reserve the right to adjust the weights on the exams for this, or any other, reason.

**b. Grade Distribution.** There is no set-in-stone correspondence between the percent and the letter grade.

- I plan to curve the class so that the average GPA is between a 3.4 and a 3.5.
- I have some latitude here. If you all knock it out of the park, the average GPA can be above 3.5. And, conversely, if the results are very poor, the average GPA can be below a 3.4.
- It is *very* unlikely that a 90% will not be at least an A-. And that a 94% will not be at least an A.

**c. MyLab Homework Assignments.** There will be nine (9) homework assignments due over the course of the semester. The homework assignments will be on MyLab. The release dates and due dates for each assignment are posted on MyLab and detailed in the course schedule below, please plan accordingly.

- Probably best to always enter MyLab through Blackboard to ensure your scores sync correctly.
- The assignments will be worth 2.5% each.
- Your top eight (8) homework assignments will be included in your final grade calculation. That is, the lowest homework score will be dropped, no questions asked.
- Late homework submissions will **not** be accepted under **any** circumstances.
- There will be no deviations from this policy. If you send me an email asking for an extension on an assignment, I will passively aggressively respond with a screengrab of this section of the syllabus.

**d. Exams.** There will be two (2) exams.

- You may use any calculator that does not have internet access capabilities. No other electronic aids will be permitted, and their use will be considered cheating.
- You are expected to take the exams at the designated times. There will not be a dedicated time for make-up exams. In the event that you need to miss the exam, we will proceed as follows:
  - If you have a known conflict with a scheduled exam, you must inform me, by **email**, at least **one week** ahead of time (the earlier the better). If you are officially excused from either of the in-class exams, I will assign you the score you received on the other in-class exam.
  - If you miss either of the exams due to an **unforeseen emergency**, please let me know, by **email**, as soon as possible, and I will assign you the score you received on the other in-class exam.
  - If you miss an exam for any other reason, you will receive a score of 0 for that exam.

- I reserve the right to adjust these policies on an ad hoc basis in the event of **extraordinary** circumstances.
- Above all else, please communicate with me your situation **as soon as possible**. The earlier you fill me in, the more time we have to work out a solution.

**e. Attendance and participation.** Students are expected to attend all class meetings. However, I will **not** be taking a formal attendance.

- In the event you need to miss class because you are sick, doing an interview, or another reasonable reason there is no need to email me.
- If you miss class, it is your responsibility to find out what was missed. Use your classmates to get the missed lecture material. Lectures will be recorded and posted.
- My attendance policy trusts you to not take advantage. While I will not be taking formal attendance, the class is small enough that I will have a sense of who is not present. If I notice you have missed a significant number of classes, I will reach out.
- I reserve the right to lower your final grade if, after sending you a warning to stop skipping class, you continue to be absent.
- Please bring your name cards with you to every lecture and have them propped up in front of you before class begins.

**f. Paperback Book Write-Ups.** Throughout the course, you will have the opportunity to earn extra credit by reading and responding to any of the books listed above. You can respond to just one, for up to 1% added to your final grade, or respond to two or three for 2% and 3% added to your final grade, respectively. For each book, you must do **all** of the following:

- Pick your favorite chapter in the book and write ten “tweets” in response. That is, as you read the chapter, write down ten thoughts, questions, quips, or disagreements, that are each no longer than 140 characters. *[slide 1]*
- You are interviewing for the position of business analyst at a mid-size firm. The interviewer asks, “Tell me about a book you read recently and how it changed the way you will approach this job.” Answer this question using the extra credit book. Keep it under 200 words. (This is a real interview question.) *[slide 2]*
- Your boss has asked you to read the book and distill it for her in a 10-slide presentation that captures the most important points of the book. Create this slideshow. Your boss likes figures, graphics, and visually appealing slides. *[slides 3 - 12]*

- Your submissions **must** be **emailed** to me as **1 (one)** file with **3 (three)** sections. You can send as either a .pptx or a .pdf file, no other file types will be accepted, and please make sure it is one file per book.
- You can respond to just one book (please send one file with 12 slides) or up to three books (one file per book is fine; one file with all three books is fine too).
- If submitted before 11:59pm on Sunday, October 30, you can earn up to 3% extra credit, 1% for each write-up you complete. Submissions after 11:59pm on October 30 will not be accepted.
- You do not have to submit all the write-ups at the same time. You can do one in August, one in September, and one in October. Just so long as they're turned in by end of day on 10/30, they will be graded.
- It will be **hard** to get all the points on the write-up.

#### 4. STANDARD POLICIES FOR MS-COMMERCE

- McIntire Policy on Audio and Video Taping and Distribution of Class Materials.** The general policy of the McIntire School is to prohibit audio and video recording of classroom lectures and discussions. Audio and video recording are only allowed under special circumstances (e.g., students with documented disabilities) and only with the prior written permission of the instructor. Any audio or video recording or all other class materials handed out in class or posted to websites such as Blackboard or UVaCollab may not be exchanged or distributed for commercial purposes, for compensation, or for any other purpose other than study by students enrolled in the class. Public distribution of such materials may constitute copyright infringement. Unauthorized use of class notes or recordings may subject an individual to University Honor, Judicial charges, and/or legal action.
- Class Recording Policy.** Class sessions for this course will routinely be recorded. These recordings will be made available to all students. Any access to recordings will be made available via Blackboard, thus available to only participants of our course. Distribution to others or public posting is strictly prohibited.
- In-Class Electronic Device Use.** Electronic devices (computers, tablets, phones) are permitted in the classroom for relevant class work (e.g., note-taking, review of case preparation notes). Device use distracting to others is not acceptable.
- Participation and Contribution to Learning.** See the previous section for the policies we will use in GCOM 7060.
- Late Policy.** See the previous section for the late policy.

#### 5. ACADEMIC HONESTY

- McIntire School of Commerce Honor Statement.** The standard honor statement applies.
- Clarifications for GCOM 7060.** Academic dishonesty will not be tolerated!

- **Online Homework.** Work on these together! I'm explicitly recommending that you do this! You must submit your own answers on MyLab. Giving your laptop to a friend and having them do your assignment is forbidden. Short of such blatant laziness and complete disregard for the spirit of the UVA Honor System, I encourage group work.
- **In-Class Exams.** The exams are in a lecture hall. If I catch you cheating on an exam you will fail the course. If you have any questions about what is allowed and what is not, please ask.
- **Write-Ups.** Plagiarism is explicitly forbidden. You are encouraged to talk about the books with others, but everything you submit must be your own. If I catch you plagiarizing the work of your peers, people who have posted their own reviews or thoughts online, or indeed anybody at all, you will receive a **zero** on the extra credit assignment and **lose 10 percentage points** from your total grade.

## 6. ACCESSIBILITY

- a. **SDAC.** UVA is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with your faculty. If you have a disability, or think you may have a disability, you may also want to meet with the Student Disability Access Center (SDAC), to request an official accommodation. You can find more information about SDAC at <https://www.studenthealth.virginia.edu/SDAC>. If you have already been approved for accommodations through SDAC, please make sure to send me your accommodation letter and meet with me so we can develop an implementation plan together.

## 7. ADVERSE WEATHER CONDITIONS AND EMERGENCY PREPAREDNESS

- a. **Weather.** In the event of a snow day or some other foreseeable weather event, I plan to have class on Zoom. I will send out a link to the Zoom room either a few hours or the night before class is to be held.
- b. **Emergencies.** Please take time to visit the website for Emergency Management at the following link: <https://uvaemergency.virginia.edu/>. Also, if you have not already done so, please make sure to sign up for UVA Alerts at <https://uvaemergency.virginia.edu/uva-alerts>.

## 8. OTHER RESOURCES.

UVA provides many resources to ensure the health and safety of its students. Please take some time to familiarize yourself with what's available.

- Counseling and Psychological Services: <https://www.studenthealth.virginia.edu/CAPS>
  - CAPS@Comm: <https://mymcintire.virginia.edu/resource/capscomm?slug=capscomm>
- Student Legal Services: <https://sls.virginia.edu/>
- Student Health: <https://www.studenthealth.virginia.edu/>
- Discrimination and Harassment: <https://eocr.virginia.edu/discrimination-and-harassment>
- Just Report It: <https://justreportit.virginia.edu/>

9. **Course Schedule.** I will try to follow the schedule closely, but it is subject to change. Any adjustments will be announced in class.

Class	Day	Date	Topic	Reading	MyLab Assignment
PART I: INTRODUCTION					
1	Tues	8/16	Ch 0 – Syllabus Day and Big Picture Introduction		
2	Thurs	8/18	Ch 1 – The Corporation and Financial Markets	1.1 – 1.3	HW 1 (ch 1) – Due 8/22 at 11:59p
3	Tues	8/23	Ch 2 – Introduction to Financial Statement Analysis	2.2 – 2.3	
4	Thurs	8/25	Ch 2 – Introduction to Financial Statement Analysis	2.4 – 2.6	HW 2 (ch 2) – Due 8/29 at 11:59p
PART II: TIME, MONEY, INTEREST RATES, AND THE BASICS OF PROJECT VALUATION					
5	Tues	8/30	Ch 4 – The Time Value of Money	4.1 – 4.4	
6	Thurs	9/1	Ch 4 – The Time Value of Money	4.5 – 4.9	HW 3 (ch 4) – Due 9/5 at 11:59p
7	Tues	9/6	Ch 5 – Interest Rates	5.1 – 5.2	
8	Thurs	9/8	Ch 5 – Interest Rates	5.3 – 5.5	HW 4 (ch 5) – Due 9/12 at 11:59p
9	Tues	9/13	Ch 3 – Financial Decision Making and the Law of One Price	3.1 – 3.3	
10	Thurs	9/15	Ch 7 – Investment Decision Rules	7.1 – 7.3	HW 5 (ch 3, 7) – Due 9/19 at 11:59p
11	Tues	9/20	<i>Review for Exam 1</i>		
12	Thurs	9/22	<b>Midterm Exam – In Class – Covers Chapters 1 – 5, 7</b>		
PART III: VALUING PROJECTS AND FIRMS					
13	Tues	9/27	Ch 8 – Capital Budgeting	8.1 – 8.3	
14	Thurs	9/29	Ch 8 – Capital Budgeting	8.4 – 8.5	
	Tues	10/4	Fall Break		
15	Thurs	10/6	Ch 6 – Bond Valuation	6.1	HW 6 (ch 8) – Due 10/10 at 11:59p
16	Tues	10/11	Ch 6 – Bond Valuation	6.2 – 6.5	
17	Thurs	10/13	Ch 9 – Valuing Stocks	9.1, 9.2, 9.4	HW 7 (ch 6, 9) – Due 10/17 at 11:59p
PART IV: RISK AND RETURN					
18	Tues	10/18	Ch 10, 11 – The Capital Asset Pricing Model	10.1 – 11.8	
19	Thurs	10/20	Ch 12 – Estimating the Cost of Capital	12.1 – 12.3	HW 8 (ch 10, 11) – Due 10/24 at 11:59p
20	Tues	10/25	Ch 12 – Estimating the Cost of Capital	12.4 – 12.7	
21	Thurs	10/27	Ch 9 – Valuing Stocks	9.3, 9.5	HW 9 (ch 9, 12) – Due 10/31 at 11:59p
PART V: PERSONAL FINANCE					
22	Tues	11/1	Personal Finance Crash Course		
23	Thurs	11/3	Personal Finance Crash Course		
	Tues	11/8	Election Day		
24	Thur	11/10	<i>Review for Exam 2</i>		
		12/7	<b>Final Exam – In Class – Focuses on Chapters 6, 8 – 12, PF</b>		