

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
RTMG204
Finance Fundamentals
3 Credit Hours
8 weeks
None

Please see the **Lessons** area in the classroom for additional course specific information

Table of Contents

Course Description	Course Scope	Course Materials
Course Objectives	Course Outline	Course Delivery Method
Academic Services	Policies	Turnitin.com

Course Description (Catalog)

During this course, students will develop a basic vocabulary and application of finance functions and principles. Students will describe the importance of knowing retail based calculations such as retail pricing, markup, and gross profit. They will relate the concepts of retail math (initial margin, markdown, shrinkage, gross profit dollars and percent) to finance and to the overall business success of the retail enterprise. They will define and apply ending inventory, retail cost, cost compliment, net profit, net sales, controllable expense, and non-controllable expense. Students will examine how retail finance can be applied to products and services in a wide variety of situations and how to review a project and evaluate the financial situation.

Course Scope

The primary goal of the Finance Fundamentals course is to help students achieve better understanding and application of financial concepts with retail financial strategies. This course provides an analysis of topics of financial environment, financial statements, and decision-making. Topics include a review of financial statements, analysis and forecasting, operating and financial leverage, inventory management, working capital, time value of money, cost of capital, capital budgeting, project review and evaluation, and financial decision making.

Course Materials

Required Course Textbooks

Book Number	Authors	Book Title	Publication Info	ISBN
-------------	---------	------------	------------------	------

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

RTMG204	Various	Financial & Retail Management	Custom Combo	978-0-55-894930-3
---------	---------	----------------------------------	--------------	-------------------

Textbook in APA format:

The two listed books are part of the custom combo – there is only one text for the class.

Titman, S., Keown, A. J. & Martin, J. D. (2011). *Financial management: Principles and applications (11th ed.)*. Boston, MA: Prentice Hall.

Berman, B. & Evans, J. R. (2010). *Retail management: A strategic approach (11th ed.)*. Upper Saddle River: NJ: Prentice Hall.

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

Course Objectives

After successfully completing this course, you will be able to:

1. Identify the goals of financial management and retail financial strategy.
2. Differentiate the basic principles of financial accounting, operational and financial leverage.
3. Describe asset management, budgeting and resource allocation.
4. Examine the techniques used to manage short-term assets and related liabilities.
5. Illustrate inventory valuation and financial inventory control.
6. Apply the fundamentals of time value of money, valuation, rates of return, cost of capital, risk and capital budgeting.
7. Discuss the concepts of financial planning and forecasting in the retail industry.

Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

<u>Week</u>	<u>Topic</u>	<u>Learning Objectives</u>	<u>Readings</u>	<u>Assignment</u>
	Introduction to			

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description portal or prior syllabi.

1	Financial Management Firms & Financial Markets Understanding Financial Statements, Tax and Cash Flow	<u>1</u>	Titman, Chapters 1-3	Introductions Forum Chapter Problems
2	Operations Management: Financial Dimensions Financial Analysis	<u>2, 4</u>	Berman, Chapter 12 Titman, Chapter 4	Forum Chapter Problems Case Study
3	Financial Merchandise Management Pricing in Retailing	<u>3, 5</u>	Berman, Chapter 16, 17	Forum Chapter Problems
4	Time Value of Money Introduction to Risk and Return	<u>1, 6</u>	Titman, Chapter 5, 7	Forum Chapter Problems
5	Investment Decision Criteria Analyzing Project Cash Flows	<u>1, 6</u>	Titman, Chapter 11, 12	Forum Chapter Problems Comprehensive Problem
6	Risk Analyzing Project Evaluation Capital Structure Policy	<u>4, 6</u>	Titman, Chapter 13, 15	Forum Chapter Problems
7	Financial Forecasting and Planning Integrating and Controlling the Retail Strategy	<u>2, 3, 7</u>	Titman, Chapter 17 Berman, Chapter 20	Forum Chapter Problems
8	All Chapters	<u>1-7</u>	All Assigned Chapters	Cumulative Quiz

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics,

underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.

- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emojicons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.

- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.