



ALBERS

SCHOOL OF BUSINESS
AND ECONOMICS

Analytical Tools for Managerial Decision-Making

MBA 5225 | 3 credit hours

Pigott 203 | First Class Monday March 28

COURSE DESCRIPTION

What are your resources, how do they relate to your business, and how can you measure them? How does the market and economic context restrict and provide opportunities for applying those resources? What is the value of the enterprise that you create and how does that depend on your financing decisions?

The first half of this course develops the fundamental economic tools for business decision-making, given that you have a sense of what is involved in operating a business. We will start with perspectives on assessing your resources, particularly focusing on costs. We will then move up a level to the market context, exploring how to understand highly competitive markets and markets where you have some degree of market power. We will apply this to the topic of pricing, showing how your choices and opportunities are set both by your own resources and the market that surrounds you.

In the second half of the course we will build upon the basics of information flows and of financial structure for a business, which you learned about in MBA 5220 and which are fundamental to planning and operating an enterprise or a product line. We will carry this further by examining corporate financing and investment decisions in the presence of uncertainty, risk and conflicting goals among stakeholders. You will be introduced to tools and techniques used in valuation and investment decisions.

Due to two holidays on Monday in Spring Quarter, the first half of the course will have four sessions lasting until 9:00 pm and the second half will have five sessions lasting until 8:40 pm.

LEARNING OUTCOMES

On successful completion of this course (i.e., by passing this course), you will be able to

- (1) Apply simple principles concerning your costs of doing business;
- (2) Apply various pricing strategies, as appropriate to the nature of your business;
- (3) Understand supply and demand for a business in the context of current market conditions, including macroeconomic forces;
- (4) Apply time value of money techniques to asset valuation and project analysis;
- (5) Evaluate corporate financial decisions in a risk-return framework.

FACULTY TEAM	EMAIL, OFFICE, ZOOM	PHONE	OFFICE HOURS
Anya Chowdhury Finance	EMAIL: achowdhury1@seattleu.edu		BY APPOINTMENT
Brian Kelly Economics	EMAIL: kellybr@seattleu.edu OFFICE: PIGT 405	(206) 296- 5711	MONDAY 4:30 - 5:45 PM, OR BY APPOINTMENT

TEXTS AND MATERIALS

- The first four weeks of the course will rely on a series of notes prepared by Dr. Kelly as well as current media articles; there is no text for purchase.
- **Finance Textbook:** Parrino, R., T. Bates, S. L. Gillan, and D. S. Kidwell, Fundamentals of Corporate Finance (4th edition), WileyPLUS. **Important!** You will need to get access to the textbook materials on WileyPLUS. To register for WileyPLUS, go to the course site on Canvas and click on any WileyPLUS link there.
 - New students should click “Create New User Profile” to sign-up and receive a confirmation email with an activation code to complete the one-time registration process for WileyPLUS access.
 - Students who already have a WileyPLUS account can simply log in under "Existing User Profile" – this is a one-time process.
 - WileyPLUS technical support: 800-762-2974.
- Access to **MS Excel** on your computer or a **financial calculator**. If you plan to purchase a financial calculator, the Texas Instruments BA II Plus calculator (either student or professional version) is a good choice.

COURSE OUTLINE

WEEK	TOPICS	READINGS
1 3/28	Analyzing Your Resources	Read topic notes 1 through 4 on Canvas
2 4/4	Your Resources & the Markets You Face	Read topic notes 5 through 7 & articles, all on Canvas
3 4/11	Market Power and Measurement	Read topic notes 8 and 9 on Canvas
4 4/25	Pricing & Inflation	Read topic note 10 & articles, all on Canvas
5 5/2	The Time Value of Money	Parrino Ch 5
6 5/9	Discounted Cash Flows and Valuation	Parrino Ch 6
7 5/16	Debt Financing	Parrino Ch 8
8 5/23	Equity Financing	Parrino Ch 9
9 6/6	The Cost of Capital	Parrino Ch 7.5-7.7 (skip 'the CAPM and Portfolio Returns' section) and Ch 13

EVALUATION AND GRADING

Assignment	Points	Due
K.1 - Database Project	: 10	4/4
K.2 - Concepts and Problem-solving	15	*4/18
K.3 - Pricing	10	5/2
K.4 - Microsoft Business Analysis - Group Project	15	5/6
Finance Weekly Assignments (5 points per week)	25	Starting 5/9
Finance Microsoft Group Project	25	
Total Points	100	

*Because of the four week schedule for the first half and the holiday on April 18, the schedule includes an assignment due on that holiday (uploaded to Canvas by April 18) and some overlap between the due dates on the Kelly assignments and the beginning of the Finance portion of the course.

Point scale	Letter grade	Point scale	Letter grade
94% and higher	A	77% - 79.99%	C+
90% - 93.99%	A-	74% - 76.99%	C
87% - 89.99%	B+	70% - 73.99%	C-
84% - 86.99%	B	Below 70%	Surely not!
80% - 83.99%	B-		

COURSE POLICIES

ATTENDANCE

Active participation is an essential and intrinsic element of the education process. Absence affects the learning experience and erodes the program's norms for quality.

We recognize that professionals are at times not in full control of their own schedules. When you are planning an absence, please notify the instructors via e-mail to arrange any necessary make-up assignments. In addition, you will need to collaborate with cohort members or study teams to cover any missed group work. Please contact your instructor(s) to discuss concerns.

INTERNET ACCESS

You will need regular internet access to Canvas. This will possibly include watching the occasional video.

LATE WORK

Assignments must be submitted by the set deadlines, which your instructors will provide early in the term. Since professors block out times in their schedules specifically for grading your work, the MBA program faculty have established a policy of not accepting late work. We also understand, however, how demanding your work and school and life are as well. As such, we do allow late work to be accepted with a 10%/day grade reduction (including weekends). The deduction will be taken from the maximum number of points available on the assignment. Exceptions or extensions or modifications to these penalties may be made only in the event of rare and extenuating circumstances. Every effort should be made to let your professor(s) know about your extenuating circumstances before the assignment is due. In no case should you ever put your classmates in the position of having to turn in a group assignment late.

UNIVERSITY RESOURCES & POLICIES

ACADEMIC RESOURCES

- [Library and Learning Commons](#)
Research Services, Learning Assistance, Writing Center, Math Lab, Media Production Center
- [Academic Integrity](#)

ACADEMIC POLICIES

- [Academic Integrity](#)
- [Academic Grading Grievance Policy](#)
- **Support for Students with Disabilities**
If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
- **Notice Regarding Religious Accommodations**
It is the policy of Seattle University to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of their academic course or program. Please see, [Policy on Religious Accommodations for Students](#).
- **Office of Institutional Equity**
Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity by email: oiie@seattleu.edu or phone: (206) 296-2824.