

Academic qualifications are important and so is financial education. They're both important and schools are forgetting one of them.
~ Robert Kiyosaki

SYLLABUS SPRING 2014

Fin. 1 Sec.3259 PRINCIPLES OF FINANCE- 3 Units

**Time/Place: Feb. 10 - June 9, Thursday, 6:50 PM - 10 PM
- Room 2006, Inst. Bldg.,**

Instructor: Rudy Ordonez, Asst. Professor; MBA, SEP.

**Office hours: 30 minutes before class at Rm. 2006, every
Thursday. Email -- ordonezrudy@gmail.com.**

Why I teach. Having had 35 years experience in banking and industry, and aware of the advantage of improving one's financial IQ, this is an opportunity to share knowledge and skill with those willing to learn this introductory course.

Purpose and Scope: You will study concepts, and information systems. Survey selected financial Institutions—the Fed, stock market, banks and credit companies – to appreciate their role in the broad economy and your personal life. Learn financial terms and practices in the U.S. economy; explore general areas of finance and relationship with economics, accounting

Identify professional opportunities in financial management and investments relevant to your interest and capacity for further learning.

Student Learning Outcomes: After 16 weeks of absorbing lectures and completing assigned exercises, student will be able to:

- Explain the importance of financial know-how in trade, business and personal life. Describe the basic structure and function of American financial institutions that are sources of funds and outlets for investments.
- Identify policy makers...including the Federal Reserve Bank.. and understand their respective influence on the economy and credit, and return on investments.
- Assess role of major players in the financial economy that figured in the credit crises since 2008, and impact on the global economy, business growth and employment, Assess overall impact on personal savings and retirement funds.

Teaching Method: Lecture, group discussions, class exercises, online homework, using required textbook and references in the library:

Textbook: CFIN 3, Besley & Brigham. SW-Cengage

Publishing, 2012. ISBN 13: 978 1 133 62666 4 w/ Access card to online assignments. Go to bookstore; or login to Cengage online for rush delivery.

Supplementary text: Kiplinger's Guide to Investment Success, 6/ed., Kaplan Publishing, 2006. *References in Library:* Wall

Street Journal, LA Times, Business Week, Forbes, etc. *Online and cable* resources will be announced as needed.

Student Responsibility:

Review Code of Student Conduct. To maximize course benefit, home/group study up to 6 hours per week is suggested. Student must have required textbook and necessary supplies, calculator. For finance majors, seek timely counseling for graduation, and transfer to CSU where Finance 1 is credited.

Grading System.

In line with college policy of using letter grades, A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F fail is below 60%. Equal weight will be given to class participation, homework done, quiz scores and final exam score. Your term paper due end of May 2014 will add 1-5 points, depending on relevance and quality of report.

Qualification of Instructor.

Adjunct Asst. Professor, LAMC, since 2001
MBA, Ateneo University; SEP, Stanford Business School
Former Member, AICPA/AAA
Teaching experience: 15 years -- business, economics, accounting and finance
Sr. officer, commercial and investment banks for 12 years
Business consultant to clients in retirement.

ASSIGNMENTS - Separate hand-out on first week.