Applied Finance delves into the financial concepts introduced to students in the Principles of Finance course. Students begin the course with a review of such key topics as cash flow, the business life cycle, and capital.

In Applied Finance, students learn about the legal forms of business organization and grasp the pros and cons of business ownership forms. Students continue to develop an understanding of profit and distinguish this measure of business success from cost and revenue. Students learn about various financial analysis strategies while they evaluate financial documents. They learn the three most common methods by which businesses raise capital—stocks, bonds, and short-term financing.

**KEY LEARNING OBJECTIVES FOR THE COURSE**

1. Identify and describe all parts of the business life cycle
2. Describe the concept of capital and discuss how businesses raise capital and why they need it
3. Evaluate ways to improve cash flow within a business
4. Distinguish between costs, revenue, and profit
5. Display understanding of typical risks businesses face
6. Explain the concepts of financial analysis, financial analysis tools, and the relationships among financial measurements
7. Describe how budgeting helps businesses manage their finances
8. Compare and contrast funding options available to businesses
9. Explain the advantages and disadvantages of taking a company public
10. Display understanding of the factors that can affect stock prices
11. Describe corporate bonds and what they represent
12. List various services offered by financial institutions
13. Explain the effects of globalization on businesses
14. Describe the effect of employee benefits on labor costs
15. Explain ways in which businesses contribute to our tax system
16. List the types of jobs that are available in the industry
CULMINATING PROJECT DESCRIPTION

Working in groups of four or five, students role-play company representatives (investor relations officers) and make a pitch to a group of investors about the financial benefits of investing in their chosen company. The goal is to encourage the audience to invest in their company based on the overview that they present. The driving question for the project is, “How can we, as company representatives, best evaluate and present our company’s investment worthiness?”

At the end of the course, the group delivers a presentation to an invited audience.

**Project Components:**

Students will design a presentation that will contain the following information:

1. Company overview
2. Historical performance
3. Financial analysis/profitability
4. General stockholder’s data
5. Ethics/social responsibility
6. Expected growth/future

CULMINATING PROJECT ASSESSMENT

There are two graded elements for this project:

1. The PowerPoint presentation, assessed using a rubric
2. The presentation itself, given to a mock group of private investors, assessed using a rubric
   - the district