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| SYLLABUSFaculty of Economics and Administrative Sciences |
| Course Code | **Course Title** | **Credits** | ECTS Value |
| MAN 307 | Info Yatırım Business Finance (Branded Course) | (3-0-3) | 6 |
| Prerequisite Courses: | None |
| Course Language: | English | **Course Delivery Mode:** | Face-to-face |
| Course Type and Level: |  Compulsory / Fall Semester / Undergraduate |
| Instructor's Title, Name, and Surname | **Course Hours** | **Office Hours** | Contact |
| Assist. Prof. Dr. Eda Kayhan | Tuesday 13:25–15:45 | Thursday 13:25–15:45 | edakayhan@cag.edu.tr |
| Course Coordinator: | Assist. Prof. Dr. Eda Kayhan |
| Course Objectives |
| Course Learning Outcomes | Upon successful completion of this course, the student will be able to; | Relations |
| Program Outcomes | Net Contribution |
| 1 | Defines the concept of finance, explains the functions of the financial manager, and analyzes how savings are channeled to firms through financial markets. | 3 | 5 |
| 2 | Classifies the concept and types of interest, applies Future Value, Present Value, and Annuity calculations, and transfers the results to real-life problems. | 2, 3, 5, 9 | 5, 4, 4, 5 |
| 3 | Lists the characteristics of bonds, calculates their pricing and yields, and interprets the results. | 2, 3, 5 | 5, 5, 5 |
| 4 | Lists the characteristics of stocks, uses valuation methods, and evaluates the stock value. | 3, 5 | 4, 5 |
| 5 | Defines the concepts of risk, return, and opportunity cost, calculates risk–return measures, and discusses the effects of portfolio diversification. | 2, 3, 9 | 4, 5, 5 |
| 6 | Explains capital budgeting techniques, evaluates cash flow projects, and compares investment decisions. | 2, 3, 5 | 4, 4, 5 |
| 7 | Defines the concept of Weighted Average Cost of Capital (WACC), calculates the cost of capital, and applies it in firm valuation. | 3, 5, 9 | 5, 5, 5 |
| Course Content: | The aim of this course is to provide students with the fundamental principles of corporate finance, to enable them to understand how financial managers make decisions, and to equip them with the analytical skills necessary to evaluate financial instruments, manage capital budgeting decisions, and analyze risk and return relationships in the context of firms’ value maximization. |
| Course Schedule (Weekly Plan) |
| Week | **Topic** | **Preparation** | Teaching Methods and Techniques |
| 1 | Introduction to the Course, Firm and Role of the Financial Manager | None | Ice-breaking activities, lecture, short group discussion |
| 2 | Financial Markets and Functions of Financial Institutions | Textbook Ch. 1–2 | Lecture, class discussion |
| 3 | Guest Speaker: Brand Representative & Time Value of Money – Future Value Calculations | Textbook Ch. 5, prepare questions for guest | Lecture, problem-solving, Q&A session |
| 4 | Present Value and Cash Flows | Textbook Ch. 5 | Lecture, discussion, practice exercises |
| 5 | Problem-Solving Session (Interest & Cash Flows) | Textbook Ch. 5 | Small group problem solving, peer teaching |
| 6 | Characteristics and Valuation of Bonds | Textbook Ch. 6 | Lecture, discussion, sample problems |
| 7 | Characteristics and Valuation of Stocks | Textbook Ch. 7 | Lecture, case study, small group work |
| 8 | Midterm Exam |  |  |
| 9 | Midterm Exam |  |  |
| 10 | Net Present Value and Investment Criteria | Textbook Ch. 8 | Lecture, group discussion, project announcement |
| 11 | Guest Speaker: Brand Representative – Risk and Return Relationships | Textbook Ch. 11 | Lecture, in-class practice, mini case |
| 12 | Capital Budgeting Techniques | Textbook Ch. 12 | Lecture, group work, sample solution |
| 13 | Branded Course Company Visit – Corporate Financing & Capital Structure Decisions | Textbook Ch. 14 | Field visit, panel discussion |
| 14 | Weighted Average Cost of Capital & Firm Valuation | Textbook Ch. 13 | Lecture, demonstration method, application |
| 15 | Guest Speaker: Brand Representative – Problem-Solving Session & Project Progress Presentations | Draft project report | Small group presentations, peer feedback |
| 16 | Project Presentations & Overall Evaluation | Final project report | Group presentations, discussion, feedback |
| 17 | Final Exam |  |  |
| 18 | Final Exam |  |  |
| Course Resources |
| Textbook: | Brealey Richard A., Myres Stewart C., Marcus Alan J.; Fundamentals of Corporate Finance, McGraw-Hill, USA, 2017 ISBN-13: 978-1-260-04919-0, ISBN: 1-260-04919-1 |
| Recommended References: | Subscription to a weekly finance journalAkgüç, Ö. (2013). Financial Management (9th ed.). Avcıol Publishing, İstanbul. ISBN: 9789757429098Ceylan, A. (2015). Financial Management in Businesses (14th ed.). Ekin Publishing, Bursa. ISBN: 9789757338321Özgen, H., Öztürk, A., & Yalçın, A. (2004). Fundamentals of Business Administration. Nobel Publishing House, Adana. ISBN: 975-8561-07-3 |
| Course Assessment and Evaluation |
| Activities | **Number** | **Percentile** | Notes |
| Midterm Exams | 1 | 20% | One midterm exam is administered during Weeks 8 and 9. Includes problem set, short comment questions, and multiple-choice questions. |
| Assignments | 5 | 10% | Given in Weeks 3, 4, 6, 10 and 12. Includes individual problem-solving exercises and mini-case analysis. |
| Project (Report + Presentation) | 1 | 10% | Group project: capital budgeting or firm valuation. Progress report in Week 14, final presentation in Week 16. |
| Participation & In-Class Activities | 14 | 10% | Active participation in class discussions, case studies, in-class exercises, and guest speaker sessions. |
| Final Exam | 1 | 50% | Comprehensive written exam covering all course topics. |
| ECTS Table |
| Content | **Number** | **Hours** | Total |
| Course Duration | 14 | 3 | 42 |
| Out-of-Class Study | 14 | 3 | 42 |
| Assignment  | 5 | 6 | 30 |
| Presentation | 1 | 6 | 6 |
| Project | 1 | 30 | 30 |
| Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation) | 1 | 12 | 12 |
| Final Exam (Final Exam Duration + Final Exam Preparation) | 1 | 18 | 18 |
| Total: | =180 |
| Total / 30: | 30: 180 ÷ 30 = 6 |
| ECTS Credit: | 6 |

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| Past Term Achievements |
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