

Course: Bachelor of Business Administration in E-Commerce

1.	Course Title	Introduction to Finance	اسم المادة
2.	Course Code	BFIN2024	رمز المادة
3.	Status	Major	مادة أساسية
4.	Credit Hour	4 (2+2) 2 lectures (2 hours per week x 14 weeks) 2 tutorials (1.5 hours x 2 per week x 14 weeks)	عدد الساعات المعتمدة
5.	Semester/Year	1/3	الفصل الدراسي
6.	Prerequisites	BMTH2023 Business Mathematics and BACC2034 Introduction to Financial Accounting	المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic)	طريقة التدريس
8.	Evaluation	Assessment and Marking Percentage: Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المنتديات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائي 50 %	
9.	Lecturer	N/A	
10.	Objective of the Subject	This subject introduces the student to the field of finance and explains its relevance to students from both a professional and a personal investment perspective. The three components of finance—financial management, investments, and financial markets—are discussed. The calculation perspective of the subject assist to explain how investors, through their investment decisions and other activities create value hence assist managerial decisions to work in the best interests of the owners. The subject also briefly discuss on how the financial environment has become internationalized.	
11.	Learning Outcomes	Upon completion of this subject, students should be able to: - Understand the components of finance - Calculate and analyze the financial ratios - Prepare pro-forma financial statements and cash budgets - Compute present and future value of money - Explain and differentiate between working capital management - Explain and differentiate between short term and long term financing and compute various effective cost of financing - To evaluate fixed assets investment	
12.	Synopsis	This subject is designed to enable students to understand the concepts of finance. It covers financial ratios, financial statements, cash budget, time value of money, working capital management, sources of financing and capital budgeting.	
13.	Topics	Details	Lecture (Hrs)
	Topic 1	Introduction to Financial Management - Financial markets and business organization - Goals of a firm - Functions of a financial manager - Risks and return relationship	1
			Tutorial (Hrs)
			1.5

	Topic 2	Understanding Financial Statements • Balance Sheet • Income Statement • Sources and Uses of Fund • Cash Flow Statement	2	3
	Topic 3	Financial Ratios and Analysis • Types of Financial ratios • Calculation and Interpretation of Ratios • Trend and Cross Sectional Analysis • Limitations	4	6
	Topic 4	Financial Forecasting and Planning • Cash budget • Methods of forecasting - % sales method	4	6
	Topic 5	Working Capital Management • Definition • Approaches	1	1.5
	Topic 6	Cash and Marketable Securities Management • Objectives and reasons • Types of marketable securities	1	1.5
	Topic 7	Accounts Receivable & Inventory Management • Objectives and types • Techniques – EOQ	1	1.5
	Topic 8	Short Term Financing • Types – unsecured, secured • Cost of financing • Evaluation of Short Term Financing Alternatives	2	3
	Topic 9	Long Term Financing • Types – bonds, preferred shares and common stock • Characteristics of bonds, preferred shares and stock • Advantages and disadvantages of these instruments • Cost of financing • Evaluation of Long Term Financing Alternatives	2	3
	Topic 10	Leverage • Operating Leverage • Financial Leverage • Total Leverage	2	3
	Topic 11	Mathematics of Finance • Time value of money • Present value and future value • Endownments	4	6
	Topic 12	Capital Budgeting • Definition and importance of capital budgeting • Types of Capital Investment • Capital Budgeting Techniques ○ Payback Period ○ Net Present Value ○ Profitability Index ○ Internal Rate of Return	4	6
		Total contact hours	28	42
		Equivalent lecture hours	28	28
		Total lecture hours	56	
		Credit hours	4	
14.	Main references:	1. John Downes and Jordan Elliot Goodmann (2006). Dictionary of Finance and Investment Terms (6th ed). Baron’s Educational Series 2. Lawrence J. Gitman and Jeff Madura. Introduction to Finance (12th ed) Pearson Addison Wesley. 3. Simon Benninga (2006). Principles of Finance with Excel . Oxford University Press		

15.	Additional References: Other Materials:	Art Keown, Johd D. Martin, John W. Petty and David F. Scott (2007). Foundations of Finance: The Logic and Practice of Financial Management (6th ed). Prentice Hall All other materials will be available to students online.
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