

Montgomery County Community College
ECO 211
Principles of Finance
3-3-0

COURSE DESCRIPTION:

Students analyze financial systems, financial investments, and business finance. Topics include money, banking and financial markets, Federal Reserve operations and policy, saving and investing, interest rate determination, securities markets, and business financial data and analysis. The course provides an overview of the field of finance for those seeking an introduction to the principles of financial analysis or for the non-finance business major.

REQUISITES:*Previous Course Requirements*

- ACC 115 Financial Accounting*
- ECO 110 Elements of Economics or ECO 121 Macroeconomics

Concurrent Course Requirements

None

COURSE COMMENT

*ACC 111 Accounting Principles II with a minimum grade of “C” may be substituted

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Define and accurately use the vocabulary of finance.	Assigning Readings Lecture Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Guest Speakers Multi-Media Presentations Quizzes and Exams	Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
2. Obtain and apply factual information on the American financial system to analyze current financial issues.	Assigning Readings Lecture Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Guest Speakers Multi-Media Presentations Quizzes and Exams	Course Assessment Tool
3. Evaluate financial investment alternatives in both the personal and business environments.	Assigning Readings Lecture Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Guest Speakers Multi-Media Presentations Quizzes and Exams	Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams
4. Interpret and analyze business financial information in order to make effective business decisions.	Assigning Readings Lecture Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Guest Speakers Multi-Media Presentations Quizzes and Exams	Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams
5. Apply critical thinking skills to problem solving and written and oral expression.	Assigning Readings Lecture Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Guest Speakers Multi-Media Presentations Quizzes and Exams	Small and Large Group Discussion Assignment of Questions and Problems Case Studies Student Projects Quizzes and Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated

results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. The Financial System
 - a. The Role of Finance in a Market Economy
 - b. The United States Monetary System
 - c. Banks and Other Depository Institutions
 - d. Regulation of Financial Markets and the Federal Reserve System
2. Investments
 - a. The Saving and Investment Process
 - b. The Structure of Interest Rates
 - c. Time Value of Money
 - d. Bond Markets and Valuation
 - e. Stock Markets and Valuation
 - e. Other Securities Markets
3. Business Finance
 - a. Understanding Business Organizations and Analyzing Financial Data
 - b. Financial Analysis and Long-Term Financial Planning

LEARNING MATERIALS:

Melicher and Norton. (2011) *Introduction to Finance: Markets, Investments, and Financial Management*, (14th ed.). Wiley.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: William Zimmer	Date: 3/2005
Revised by: Lee Bender	Date: 3/2009
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 9/11/2009

Revised by: Lee Bender	Date: 3/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 4/23/2013

Revised by: Lee Bender	Date: 3/15/2015
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 3/18/2015

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.