

Course Syllabus

Course Information

This course is offered collaboratively through the UW MBA Consortium.

Course Title: MBA 708 - Essentials of Financial Analysis

Course Section: 840

Credit Hours: 2.0

Course Term: Spring 2025

Delivery Mode: Online

Course Dates: January 27 - March 16, 2025

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [Add or drop a class at the Consortium/UW-Eau Claire](#)[Links to an external site.](#) | [Add or drop a class at UW Oshkosh](#)[Links to an external site.](#)

Instructor Information

Name: Scott Beyer

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Course Description

In this course, students will gain familiarity with interpreting corporate financial statements, specifically how the information within the statements informs the corporate decision-making process. Students will be equipped with the knowledge and tools necessary to analyze the past performance of a corporation and the application of this analysis to the formulation of strategic decisions designed to influence future performance. Principles covered in this course include financial statement analysis, ratio analysis, comparative analysis, time series analysis, forecasting through proforma financial statements, and time value of money. Students will apply these concepts in business applications in subsequent graduate business coursework.

Purpose

This is an introductory class designed to give you the knowledge and skills that you will need to apply in later courses. It is possible you may be familiar with some of the concepts from any undergraduate courses in business you may have taken or from your professional

experience. For those that have this experience, this course should be a useful refresher. For those that have not, the course content is designed with you in mind. The course starts at an introductory level but has an applied focus that will prepare you for the applications of the content in later courses.

Learning Outcomes

After completing this course, you will be able to:

- Differentiate accrual-based accounting from cash-based accounting
- Explain the purpose of generally accepted accounting principles (GAAP).
- Evaluate the effects of business transactions on a firm's financial statements
- Evaluate financial statements
- Apply concepts of the time value of money
- Create pro forma financial statements that allow for the use of capital budgeting techniques to evaluate a company's investment opportunities

Required Course Materials

Textbook

There is no required textbook for this course. Readings include the course commentaries and selected articles, websites, videos, and audio files that are embedded in each commentary reading.

Optional Resource

[Understanding Basic Financial Statements](#)[Links to an external site.](#) is an excellent supplemental and optional resource. You can purchase it for \$6.95 per download from Darden Publishing.

Additional Readings

Articles from a variety of business magazines/newspapers and company websites may be used in conjunction with case studies or other assignments.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas.

Please review the minimum technology requirements and recommendations in the Online Course Resources link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on Your Responsibilities, Strategies for Success, Tech Tips, and Tech Support.

Course Outline

This course is organized in the following units:

Week 1 Learning Objectives

- Recognize the importance and application of financial statement analysis
- Understand the accounting equation, describe the four financial statements, and identify the elements within those statements
- Interpret the effects of select business transactions on the financial statements
- Create and evaluate an analysis of the balance sheet

Week 2 Learning Objectives

- Understand the purpose of generally accepted accounting principles
- Compare and contrast accrual-based accounting and cash-based accounting
- Use trend analysis, common-size statements, and ratios to interpret the information within the income statement

Week 3 Learning Objectives

- Understand and interpret the information contained within the statement of stockholders' equity and its connections to the income statement and balance sheet.
- Interpret a statement of cash flow to explain a company's operating, financing and investing strategies
- Create and evaluate an analysis of the income statement, balance sheet and statement of cash flows
- Explain the differences between earnings, EBITDA, free cash flow, and discretionary cash flow in the context of operational strategy.

Week 4 Learning Objectives

- Demonstrate the effective use of analysis tools to enhance the evaluation of FSA and its strategic application
- Understand the complementary nature between data analysis and intuition along with the influence of biases.
- Construction pro forma financial statements to evaluate a company's ability to generate future earnings and cash flows
- Recognize the limitations of financial statement analysis

Week 5 Learning Objectives

- Describe the fundamental concepts related to the time value of money
- Solve future and present value problems
- Apply time value of money concepts to long-term decision strategies

Week 6 Learning Objectives

- Enhanced understanding of financial statements and supporting transactions
- Application of financial analysis techniques

Week 7 Learning Objectives

- Enhanced understanding of the application of analysis tools and proforma/forecasted financial statements
- Enhanced understanding of the application of time value of money concepts in strategic decision making

Assignments and Activities

The content and sequencing the assignments and activities within the course are very intentional and follow a pedagogy designed to support the skills, abilities, and knowledge connected with learning objectives of the course. Weeks 1-5 of the course will be built around the learning objectives introduced within that week. Activities supporting each learning objectives will fall into the following segments (*Reference Horton, W. (2012). E-Learning by Design. (2nd Edition). Pfeiffer. San Francisco, CA.*):

- **Absorb Activities:** Those which participants read, listen, and watch and are used to inform and inspire
- **Do Activities:** Participants will actively practice and explore the materials

- **Connect Activities:** These activities help students apply what they are learning with what they already know. They serve as a bridge for the application of the learning objectives within future coursework and the participants' organization

The activities provided in the final 2 weeks of the course will focus on two independent case analysis projects that will provide the opportunity for the participant to review, reinforce, and further explore the skills and knowledge introduced in weeks 1-5 to fulfill the ultimate goal of providing participants with tools & capabilities to carry out financial statement analyses and forecasts designed to inform future strategy for an organization.

The final grade earned for this course will be based on the final percentage of points earned during the term from the following categories:

- Weekly Discussions: 20%
- Weekly Homework Assignments: 20%
- Weekly Quizzes: 30%
- Case Study Applications: 30%

A comprehensive list of all course activities is listed in the calendar.

Grading rubrics for discussions and case assignments can be found within the description and requirements for each activity.

Final Letter Grades Scale

- A = 93-100%
- A- = 90-92.9%
- B+ = 87-89.9%
- B = 83-86.9%
- B- = 80-82.9%
- C+ = 77-79.9%
- C = 73-76.9%
- *C- = 70-72.9%
- *D+ = 67-69.9%
- *D = 63-66.9%

- *D- = 60-62.9%
- *F = 0-59.9%

*For UW Oshkosh students anything below a C is considered an F according to the [grading policyLinks to an external site.](#).

Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

- For UW Oshkosh students, the [UW Oshkosh policy on absencesLinks to an external site.](#) will apply.
- For UW MBA Consortium students, the [UW-Eau Claire Authorized Absence PolicyLinks to an external site.](#) will apply.

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Late Work Policy

Due to the intentional sequencing of the course activities and assessment materials, all work submitted after the due date will earn a grade of zero.

What You Can Expect

I will treat you with professional respect at all times. This will provide the foundation of strong communication between us that will enhance the learning elements of this course.

The best way to communicate with me will be via email. If you email me, I will respond within 24 hours during the week and within 48 hours of messages received on a Saturday or Sunday. The same applies to questions you pose in the Raise Your Hand discussion (although a classmate may answer you before that).

I will grade your assignments in a timely manner. If I can't do that, I'll let you know in an Announcement.

What I Expect

I expect that you will treat me with professional respect. As detailed Assignments and Activities section above, I want you to progress through the materials and supporting activities throughout the week. Creating and sticking to a predictable schedule of coursework throughout each week will help you to be more productive and produce greater

learning outcomes. It will also lay a strong foundation for your future coursework in the program.

Feel free to contact me if you are having difficulty understanding any of the material or if you are having difficulty accessing it. I want you to succeed in this course, and I can help you do so!

Export Course Content

This course is designed to set you up with the tools in accounting and finance that you will need to be successful in this program. So, you may want to download the material to have access to beyond this course. You may download the course as HTML files or ePub files. Click the links below for those directions.

- [How do I view course content offline as an ePub file as a student? Links to an external site.](#)
- [How do I view course content offline as an HTML file as a student? Links to an external site.](#)(NOTE: these directions tell you to click on Modules, but you will click on **Home**)

Wait to download the course material until after you have completed the UW MBA Consortium Student Code of Conduct Agreement; otherwise you will not have unlocked the course material.

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Academic Integrity Policy

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. You can cite your sources in APA format.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Navigating off an exam screen to research answers online during a timed exam (Note: The activity log that Canvas generates during each student's exam denotes when a student leaves his/her/their exam screen!)
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](#)[Links to an external site.](#)). Sanctions established in Chapter 14 range from an oral or written reprimand to removal from the course in progress.

Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Generative AI Use

To create a shared understanding regarding the use of generative AI in this course, this course’s policy on the “Generative AI Use” page is available in the Course Information module. Keep in mind that other instructors may have different expectations based on their course outcomes, so be sure you always check before you use generative AI in your classes.

Please note that the UW MBA Consortium owns the copyright to all course and program materials. You may not share program or course materials in any way in any generative AI platform. Likewise, this course will not require you to share program or course content or your work in a generative AI platform. You are encouraged to ask any questions you have regarding the policy.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](#) and with [Section 508](#) guidelines. Additionally, Canvas was certified as a [substantially conformant LMS](#) by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at BIZHelp@uwec.edu and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	Due
Mon Jan 27, 2025	Calendar Event Complete the Code of Conduct	12am
	Assignment Setting Up Canvas To Succeed In this Class	due by 11:59pm
	Page 1.0 Week 1 Overview: Course Introduction and Focus on a Balance Sheet	to do: 11:59pm

Date	Details	Due
Wed Jan 29, 2025	Discussion Topic 1.5 Week 1: Introduction Discussion	due by 11:59pm
Fri Jan 31, 2025	Page 1.5a Task 2 for Week 1 Discussion Due	to do: 11:59pm
	Quiz 1.2a Week 1 Exercise 1 Homework	due by 11:59pm
	Assignment 1.2b Week 1 Exercise 1 Submit Workbook	due by 11:59pm
	Quiz 1.2c Week 1 Exercise 2 Homework	due by 11:59pm
Sun Feb 2, 2025	Assignment 1.2d Week 1 Exercise 2 Submit Workbook	due by 11:59pm
	Quiz 1.4a Week 1 Exercise 3 Homework	due by 11:59pm
	Assignment 1.4b Week 1 Exercise 3 Submit Workbook	due by 11:59pm
	Quiz 1.6 Week 1 Quiz	due by 11:59pm
Mon Feb 3, 2025	Page 2.0 Week 2 Overview: A Focus on the Income Statement	to do: 11:59pm
Wed Feb 5, 2025	Calendar Event Week 2 Open Session	6pm to 7pm
	Discussion Topic 2.6 Week 2 Discussion	due by 11:59pm

Date	Details	Due
Fri Feb 7, 2025	Page 2.6a Task 2 for Week 2 Discussion Due	to do: 11:59pm
	Quiz 2.2a Week 2 Exercise 1 Homework	due by 11:59pm
	Assignment 2.2b Week 2 Exercise 1 Submit Workbook	due by 11:59pm
	Quiz 2.3a Week 2 Exercise 2 Homework	due by 11:59pm
	Assignment 2.3b Week 2 Exercise 2 Submit Workbook	due by 11:59pm
Sun Feb 9, 2025	Quiz 2.4a Week 2 Exercise 3 Homework	due by 11:59pm
	Assignment 2.4b Week 2 Exercise 3 Submit Workbook	due by 11:59pm
	Quiz 2.5a Week 2 Exercise 4 Homework	due by 11:59pm
	Assignment 2.5b Week 2 Exercise 4 Submit Workbook	due by 11:59pm
	Quiz 2.7 Week 2 Quiz	due by 11:59pm
Mon Feb 10, 2025	Page 3.0 Week 3 Overview: A Focus on the Statement of Cash Flows	to do: 11:59pm
Wed Feb 12, 2025	Calendar Event Week 3 Open Session	6pm to 7pm

Date	Details	Due
	Discussion Topic 3.5 Week 3 Discussion	due by 11:59pm
Fri Feb 14, 2025	Page 3.5a Task 2 for Week 3 Discussion Due	to do: 11:59pm
	Quiz 3.2a Week 3 Exercise 1 Homework	due by 11:59pm
	Assignment 3.2b Week 3 Exercise 1 Submit Workbook	due by 11:59pm
	Quiz 3.2c Week 3 Exercise 2 Homework	due by 11:59pm
Sun Feb 16, 2025	Assignment 3.2d Week 3 Exercise 2 Submit Workbook	due by 11:59pm
	Quiz 3.3a Week 3 Exercise 3 Homework	due by 11:59pm
	Assignment 3.3b Week 3 Exercise 3 Submit Workbook	due by 11:59pm
	Quiz 3.6 Week 3 Quiz	due by 11:59pm
Mon Feb 17, 2025	Page 4.0 Week 4 Overview: Using Financial Statement Analysis for Forecasting	to do: 11:59pm
Wed Feb 19, 2025	Discussion Topic 4.6 Week 4 Discussion	due by 11:59pm
Fri Feb 21, 2025	Page 4.6a Task 2 for Week 4 Discussion Due	to do: 11:59pm

Date	Details	Due
	Page Midterm Course Evaluation	to do: 11:59pm
	Quiz 4.1a Week 4 Exercise 1 Homework	due by 11:59pm
	Assignment 4.1b Week 4 Exercise 1 Submit Workbook	due by 11:59pm
	Quiz 4.3a Week 4 Exercise 2 Homework	due by 11:59pm
Sun Feb 23, 2025	Assignment 4.3b Week 4 Exercise 2 Submit Workbook	due by 11:59pm
	Quiz 4.3c Week 4 Exercise 3 Homework	due by 11:59pm
	Assignment 4.3d Week 4 Exercise 3 Submit Workbook	due by 11:59pm
	Quiz 4.8 Week 4 Quiz	due by 11:59pm
Mon Feb 24, 2025	Page 5.0 Week 5 Overview: Time Value of Money	to do: 11:59pm
Wed Feb 26, 2025	Discussion Topic 5.5 Week 5 Discussion	due by 11:59pm
Fri Feb 28, 2025	Page 5.5a Task 2 for Week 5 Discussion Due	to do: 11:59pm
Sun Mar 2, 2025	Quiz 5.3a Week 5 Exercise 1 Homework	due by 11:59pm

Date	Details	Due
	Assignment 5.3b Week 5 Exercise 1 Submit Workbook	due by 11:59pm
	Quiz 5.3c Week 5 Exercise 2 Homework	due by 11:59pm
	Assignment 5.3d Week 5 Exercise 2 Submit Workbook	due by 11:59pm
	Quiz 5.4a Week 5 Exercise 3 Homework	due by 11:59pm
	Assignment 5.4b Week 5 Exercise 3 Submit Workbook	due by 11:59pm
	Quiz 5.4c Week 5 Exercise 4 Homework	due by 11:59pm
	Assignment 5.4d Week 5 Exercise 4 Submit Workbook	due by 11:59pm
	Quiz 5.6 Week 5 Quiz	due by 11:59pm
Mon Mar 3, 2025	Page Weeks 6 & 7: The Case Study Model	to do: 11:59pm
Sun Mar 9, 2025	Assignment Week 6 Case Study: Transaction and Financial Analysis	due by 11:59pm
Thu Mar 13, 2025	Discussion Topic Week 7 Case Study Discussion	due by 11:59pm
Fri Mar 14, 2025	Page Final Course Evaluation	to do: 11:59pm

Date	Details	Due
Sun Mar 16, 2025	Assignment Week 7 Case Study: Time Value of Money Applications and Forecasted Financial Statements	due by 11:59pm

Assignment [Final Grade](#)

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Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23 February 202523Previous monthClick to view event details	24 February 202524Previous monthClick to view event details	25 February 202525Previous month	26 February 202526Previous monthClick to view event details	27 February 202527Previous month	28 February 202528Previous monthClick to view event details	1 March 20251
2 March 20252Click to view event details	3 March 20253Click to view event details	4 March 20254	5 March 20255	6 March 20256	7 March 20257	8 March 20258
9 March 20259Click to view event details	10 March 202510	11 March 202511	12 March 202512	13 March 202513Click to view event details	14 March 202514Click to view event details	15 March 202515
16 March 202516Click to view event details	17 March 202517	18 March 202518	19 March 202519	20 March 202520Today	21 March 202521	22 March 202522
23 March 202523	24 March 202524	25 March 202525	26 March 202526	27 March 202527	28 March 202528	29 March 202529

Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 March 202530	31 March 202531	1 April 20251Next month	2 April 20252Next month	3 April 20253Next month	4 April 20254Next month	5 April 20255Ne xt month

Assignments are weighted by group: