

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

### **BUSN604**

#### **Course Summary**

**Course:** BUSN604 **Title:** Fundamentals of Business Analysis

**Length of Course:** 8 **Faculty:**

**Prerequisites:** N/A **Credit Hours:** 3

#### **Description**

##### **Course Description:**

BUSN604, Fundamentals of Business Analysis, examines issues and functions that business managers face within the context of day-to-day operations and long-term planning of the organization. Topics include the tools used in business operations; the global dimensions of business; financial statement analysis; capital budgeting; legal and ethical behavior; and economic analysis for decision makers.

##### **Course Scope:**

This course is designed for students majoring in a business administration or management field of study. The emphasis of the course will be on investigating the use of quantitative and qualitative methods in addressing management decision-making; determining the best steps for analyzing financial statements and ratios, the key components of managerial accounting principles, and evaluating the challenges involved with measuring economic trends.

##### **Course Objectives:**

CO-1: Examine the benefits of using financial statement analysis tools in making informed and ethical business decisions.

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

CO-3: Evaluate the needs of organizations within a changing global business environment.

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CO-4: Analyze key aspects of managerial accounting and capital budgeting to drive effective business decisions.

CO-5: Assess portfolio risk and return, market efficiency, and the capital asset pricing model.

## **Outline**

### **Week 1: Fundamentals of Business Analysis**

Course Objectives:

CO-1: Examine the benefits of using financial statement analysis tools in making informed and ethical business decisions.

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

Text Readings:

Iron, Chapters 1, 10, 12

Articles included in eReserve

Deliverables:

Introduction Post, due day 7

Assignment Week 1, due day 7

### **Week 2: Value of Money**

Course Objectives:

CO-1: Examine the benefits of using financial statement analysis tools in making informed and ethical business decisions.

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

CO-3: Evaluate the needs of organizations within a changing global business environment.

Text Readings:

Carlberg, Chapters 11 (pp. 303-316), 12 (pp. 317-332)

Optional – Carlsberg, Chapters 17,18

Iron, Chapters 2, 9

Articles included in eReserve

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**Deliverables:**

Discussion Post Week 2, due day 3

Quiz Week 2, due day 7. Materials from Week 1 and week 2.

**Week 3: Financial Statements/Ratio Analysis**

**Course Objectives:**

CO-1: Examine the benefits of using financial statement analysis tools in making informed and ethical business decisions.

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

**Text Readings:**

Carlberg, Chapters 1 (pp. 1-9; 25-27), 2 (pp. 31-42; 46; 53-57), 6 (pp. 151-161), 7 (pp. 173-198)

Iron, Chapters 3, 9

Articles included in eReserve

**Deliverables:**

Discussion Post Week 3, due day 3

Quiz Week 3, due day 7. Materials from Week 3.

**Week 4: Capital and Risk**

**Course Objectives:**

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

CO-3: Evaluate the needs of organizations within a changing global business environment.

CO-4: Analyze key aspects of managerial accounting and capital budgeting to drive effective business decisions.

CO-5: Assess portfolio risk and return, market efficiency, and the capital asset pricing model.

**Text Readings:**

Carlberg, Chapters 8 (pp. 199-214), 9(pp. 215-233; 244-250), 13(pp. 333-353), 14(pp. 354-371)

Iron, Chapters 7, 8, 9

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Articles included in eReserve

Deliverables:

Discussion Post Week 4, due day 3

Assignment Week 4, due day 7.

### **Week 5: Structure and Culture**

Course Objectives:

CO-3: Evaluate the needs of organizations within a changing global business environment.

CO-4: Analyze key aspects of managerial accounting and capital budgeting to drive effective business decisions.

CO-5: Assess portfolio risk and return, market efficiency, and the capital asset pricing model.

Text Readings:

Articles included in eReserve

Deliverables:

Discussion Post Week 5, due day 3

Assignment Week 5, due day 7.

### **Week 6: Legal and Ethical Issues**

Course Objectives:

CO-1: Examine the benefits of using financial statement analysis tools in making informed and ethical business decisions.

CO-4: Analyze key aspects of managerial accounting and capital budgeting to drive effective business decisions.

Text Readings:

Iron, Chapter 11

Articles included in eReserve

Deliverables:

Discussion Post Week 6, due day 3

Assignment Week 6, due day 7.

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## **Week 7: Investments**

### Course Objectives:

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

CO-3: Evaluate the needs of organizations within a changing global business environment.

CO-4: Analyze key aspects of managerial accounting and capital budgeting to drive effective business decisions.

CO-5: Assess portfolio risk and return, market efficiency, and the capital asset pricing model.

### Text Readings:

Carlberg, Chapters 11 (pp. 303-316), 15 (pp. 373-401), 20 (pp. 496-500;508)

Iron, Chapters 5, 6

Articles included in eReserve

### Deliverables:

Discussion Post Week 7, due day 3

Assignment Week 7, due day 7

## **Week 8: Reflection**

### Course Objectives:

CO-1: Examine the benefits of using financial statement analysis tools in making informed and ethical business decisions.

CO-2: Apply a variety of quantitative and qualitative methods used to address business problems.

CO-3: Evaluate the needs of organizations within a changing global business environment.

CO-4: Analyze key aspects of managerial accounting and capital budgeting to drive effective business decisions.

CO-5: Assess portfolio risk and return, market efficiency, and the capital asset pricing model.

### Text Readings:

All materials.

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### Deliverables:

Discussion Post Week 8, due day 3

Final Exam, due day 7. Comprehensive - materials from Weeks 1-7.

## Evaluation

### Grading:

Discussions (8) 40%

Week 1: Introduction 5%

Week 2: 5%

Week 3: 5%

Week 4: 5%

Week 5: 5%

Week 6: 5%

Week 7: 5%

Week 8: 5%

Homework Assignments (5) 25%

Assignment Week 1: 5%

Assignment Week 4: 5%

Assignment Week 5: 5%

Assignment Week 6: 5%

Assignment Week 7: 5%

Quiz (2) 15%

Quiz Week 2: 7.5%

Quiz Week 3: 7.5%

Final Exam 20%

Exam Week 8: 20%

## Materials

Various resources from Trefry Library and/or the Open Web are used. Links are provided inside the classroom.

- Please see additional information about accessing e-books in the Course Materials section under Lessons and here

<http://apus.libanswers.com/coursematerials/faq/2225>

- Case studies, journal articles, and selected readings.
- Online Research Library

## Course Guidelines

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## **Citation and Reference Style**

Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business. Please note that no formal citation style is required on discussion assignments in the School of Business—only attribution of sources (please see details regarding discussion communication below).

## **Tutoring**

[Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a Skill Center Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

## **Late Assignments**

[Student Deadlines](#)

## **Turnitin**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

## **Academic Dishonesty**

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such webservices is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

## **Submission Guidelines**

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Some assignments may have very specific requirements for formatting (such as font, margins, etc.) and submission file type (such as .docx, .pdf, etc.). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified. It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

## **Communications**

### **Student Communication**

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the Student Handbook, and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- Tips on Using the Office 365 Email Tool

### **Instructor Communication**

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).



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- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

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## **University Policies**

Consult the [Student Handbook](#) for processes and policies at APUS.

Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)
- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

## **Mission**

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society

## **Minimum Technology Requirements**

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

## **Disclaimers**

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- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.