Overview

Principles of Finance is an introductory course that provides an overview of time-honored business financial concepts and rules, including financial management and maximization of shareholder wealth. Using business cases and scenarios, students gain an understanding of the financial market environment, financial statement analysis, ratio calculations and analysis, the time value of money, interest rates, pricing of stocks and bonds, financial forecasting, the trade-off between risk and return, and the capital budgeting process.

Competencies

- **Financial Forecasting**
  The graduate forecasts financial statements to facilitate business planning, resource requirements, and managerial decision making.

- **Time Value of Money**
  The graduate applies the techniques of discounting and compounding future cash flows to common financial scenarios.

- **Communicate in the Domain of Finance**
  The graduate explains the fundamentals of finance, including objectives and conflicts, the organization of business entities, financial market function and efficiency, and how accounting information is used in the practice of financial management.

- **Financial Statement Analysis**
  The graduate assesses the financial strength and performance of the firm using financial statement analysis.

- **Capital Budgeting**
  The graduate applies incremental after-tax cash flows for capital budgeting and corporate investment decisions.

- **Financial Risk and Firm Value**
  The graduate estimates the cost of capital for business decision making and firm valuation.

- **Security Valuation and Expected Returns**
  The graduate applies the principles of valuation to estimate the value of financial assets such as stocks and bonds.

Learning

Getting Started

https://my.wgu.edu/courses/course/9920005
Welcome to Principles of Finance! In this course, you will learn about valuation in order to make determinations about maximizing wealth. You will explore topics that include financial forecasting, the time value of money, security valuation, capital budgeting, and risk and return. These topics will prepare you to perform financial statement analysis and to evaluate corporate performance. The course includes practice of financial principles in multiple business areas such as marketing, management, and operations. It is recommended that you complete all of the practice assignments using the Texas Instruments BA-II financial calculator recommended for this course.

To get started, click “Go to Course Material.” This will take you to the Acrobatiq courseware where you will find all of the Units, Modules, and learning activities necessary to pass your objective assessment. Note that you will be unable to use a spreadsheet application to complete the pre-assessment or objective assessment.