



Module 1: Accounting & Finance  
John Briginshaw Ph.D.

Office: F 502J Haas Office Hours: Tuesday 11am-noon  
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 Lectures: 2pm Wheeler 150 MWF

Lec	Date	Topic	Pre-study Readings ® is an article in the readings from Study.Net. W denotes a web resource.	IN DISCUSSION SECTION
0	WED 8/22	Introductory Lecture – Professor Hopelain		NO section this week – sections meet week 2 onwards
1	FRI 8/24	What is Financial Literacy? Key Economics Terms e.g. GDP Business Viability	Custom Text Ch. 1 ® 2	
2	MON 8/27	Financial Literacy II Business Financing	Custom Text Ch 4	In section this week: Fixed and variable cost, break-even <b>HAND IN: Completed bio sheet (bcourses Files-&gt;Master Syllabus) and FIRO-B form ® 1</b>
3	WED 8/29	Financial Statements – What they mean	Custom Text Ch. 2 ® 3 W 1	
4	FRI 8/31	Analyzing Financial Statements to Evaluate Companies	Custom Text Ch. 2 ® 3	
	MON 9/3	<b>LABOR DAY (no class)</b>		
5	WED 9/5	Money and the Role of Banking	Custom Text Ch. 3 ® 4	In section this week Revenues and expenses, The time value of money
6	FRI 9/7	What Capital Markets Mean to Us Financial Literacy III	Custom Text Ch. 3	
	<b>FRI 5pm Haas add/drop deadline – no adds after this date</b>			
7	MON 9/10	Personal Financial Planning	Custom Text Ch. 4	In section this week: Instructor evaluations for Mod 1 conducted in section. GSIs assist students in preparing for Module 1 exam.
8	WED 9/12	Module 1 Review and Catch Up		
	FRI 9/14	Module Exam Location as directed (by section)	<b>All of the above!</b>	

[continued on next page]

### Textbook (for Whole Course) (Required)

Custom Text, “UGBA10 Principles of Business Fall 2018” (3rd edition), Pearson, ISBN 978-1-323-878477 -- please see email announcements for availability

*Alternate text* (chapters 1-10 **only**): Custom Text, “Principles of Business 2016 Textbook”, Pearson Custom Business Resources, 2016, ISBN13 978-1-323-51665-2

**NOTE:** You will need to obtain the textbook and assigned articles to succeed in the course. Purchase the required text **or** the alternate text **and** the study.net reader

### Focus Company (Whole Course)

NETFLIX

### ® Study.Net Reader Articles

Reading #	Article/Reading Title	
1	FIRO B Questionnaire – <b>complete this questionnaire and bring to first discussion</b>	
2	“Delivery Start-Ups Are Back Like It’s 1999”, The New York Times (August 2014)	
3	“Financial Statement and Ratio Analysis”, Paul Healy and Jacob Cohen (Sept 2000) [HBS 9-1010-029]	
4	“Joblessness Way Down? For Men, Add an Asterisk”, The New York Times (June 2018)	

### W Web Resources (please download)

Reading #	Article/URL
1	Netflix December 31 2017 10-K report (especially pages 40 and 43 (10-K) <b>or</b> pages 41 and 44 (10-K/A (amended)) -- Select year: 2018; Filter filing type: Annual Filings at <a href="https://www.netflixinvestor.com/financials/sec-filings/default.aspx.cfm">https://www.netflixinvestor.com/financials/sec-filings/default.aspx.cfm</a>

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