



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

Office: F 502J Haas Office Hours: Monday 9:30am-10:30am  
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 Lectures: 8am 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 1/22	Introductory Lecture – Professor Hopelain and Team		NO section this week – sections meet week 2 onwards
1	FRI 1/24	What is Financial Literacy? Business Viability Key Economics Terms e.g. GDP	Custom Text Ch. 1 ® 1	
2	MON 1/27*	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;Discussion Section Materials)</b>
3	WED 1/29*	Financial Statements – What they mean	Custom Text Ch. 2 ® 2 W 1	
4	FRI 1/31*	Analyzing Financial Statements to Evaluate Companies	Custom Text Ch. 2 ® 2	
5	MON 2/3*	Money and the Role of Banking	Custom Text Ch. 3 ® 3	
6	WED 2/5*	What Capital Markets Mean to Us Financial Literacy III	Custom Text Ch. 3 ® 4	In section this week Revenues and expenses, The time value of money
7	FRI 2/7*	Personal Financial Planning	Custom Text Ch. 4	
<b>FRI 5pm Course add/drop deadline – no add/drops after this date</b>				
7A	MON 2/10*	Microsoft Financials	® 2 W 1	In section this week: Instructor evaluations for Mod 1 conducted in section. GSIs assist students in preparing for Module 1 exam.
8	WED 2/12*	Module 1 Review and Catch Up		
	FRI 2/14	Module Exam Location as directed (by section)	<b>All of the above!</b>	

**GSI REVIEW:** Wednesday 2/12 8pm in Dwinelle 155

**LATE ADDS TO UGBA10**

Any date marked with asterisk \* is considered a **late add**. Because of the modular nature and fast pace of UGBA10, **it is not advisable to add the course after January 23<sup>rd</sup>**. Students adding after this date may **materially underperform** in the course due to lack of preparation for module 1 exam. Rather than add late, take UGBA10 next semester.

[continued on next page]

## Textbook and reader

Custom Text, "UGBA10 Principles of Business Fall 2018" (3rd edition), Pearson, ISBN 978-1-323-878477 -- Chapters 1-4

Study.net reader – see articles below

## Focus Company (Whole Course)

MICROSOFT CORPORATION

## ® Study.Net Reader Articles

Reading #	Article/Reading Title	
1	Claire Cain Miller, "Delivery Start-Ups Are Back Like It's 1999", The New York Times (August 2014)	
2	V.G. Narayanan and Suraj Srinivasan, "Financial Accounting Reading: Analyzing Financial Statements", Harvard Business School Publishing (April 2017) [HBS 5056-PDF-ENG]	
3	N. Gregory Mankiw, "Ties That Bind Inflation and Unemployment" (online title: "Yes, There Is a Trade-Off Between Inflation and Unemployment"), The New York Times (August 2019)	
4	Peter Coy, "A Funny Thing Happened on the Way to the Stock Market Record", Bloomberg.com (12/19/2019)	

## W Web Resources (please download)

Reading #	Article/URL
1	Microsoft June 30 2019 10-K report (especially pages 51 and 53) To get the "10-K" <ul style="list-style-type: none"><li>• Visit <a href="https://www.microsoft.com/en-us/Investor/sec-filings.aspx">https://www.microsoft.com/en-us/Investor/sec-filings.aspx</a></li><li>• Select Group: "Annual Filings"</li><li>• Select Year: "2019"</li></ul> Then download Aug 1, 2019 10-K

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