**Module 2: Learning Objectives: Valuation, Financial markets, long-term financing, short-term, and external financing sources**

1. **Valuing assets**
   * Understand the concept of valuation and its difference between appraisal
   * Understand the approaches to valuation
2. **Financial Markets, Institutions, Risk, and Return**

* Understand what is a market, including financial/capital markets, and common types of goods and services purchased in financial markets
  + Understand suppliers of funds and users of funds and understand what they want in regards to greatest rates of return
* Understand individuals/terms associated with financial transactions
  + Rating agencies
  + Broker/dealer/Investment banker
  + Return on investment
  + Risk/Risk aversion

1. **Managing the Endowment**

* Explain the nature of an endowment and its role in subsidizing the organization

1. **External financing: Sources**

* Understand sources of external financing
* Understand types of common financial accounts
  + Checking, savings, CDs, Money Market
  + Mutual funds, Index funds, ETF, Bond funds
* Understand stocks
  + Stock market (purchasing stock)
  + Stocks (common/preferred)
    - Dividends
  + Portfolios
    - Diversification
* Understand bonds
  + Types of bonds
  + Where to purchase bonds
  + Different type of bonds
    - Treasurer
    - Tax-exempt revenue bonds
    - Debentures
    - Mortgage bonds
    - General obligation bonds
    - Hospital revenue bonds
    - Zero-coupon bonds
* Understand other types of external funds
  + Crowdsourcing/Crowdfunding

1. **Procedures for long-term financing**

* Understand what is external financing
* Understand what is the optimal method for obtaining funding
* Understand what is needed in more complex transactions
  + Actors/facilitators/heat/Middleman
* Identify Regulators and Regulations
  + FDIC
  + FTC
  + Securities Act of 1933
* Important terminology
  + Full disclosure
  + Due diligence
  + Insider trading
  + Underwriting

1. **Current liabilities: Short-term financing**

* Understand the different between short-term and long-term financing
* Understand the matching principle
* Understand sources of short-term financing
  + Trade credit
  + COD
  + Factoring
  + Line of credit
  + Commercial paper

1. **Additional financial important financial information** 
   * Understand common retirement funds
     1. IRA (Traditional/Roth) (401K/403B)
     2. Stock options
   * Understand student loans
   * Understand how to protect your financial information
   * Understand the importance of credit
   * Understand common financial pitfalls

**PowerPoint**

* Mod 2.1 = All
* Mod 2.2 = All
* Mod 2.3 = All

**Book: Chapters: 6, 9, 12, 13, 14, & 19**

**Readings = OPTIONAL**

* [**2016: National state of financial and economic education**](http://www.surveyofthestates.com/#debt)
* [**Chapter 3: Financial analysis: Concepts of financial assets value**](http://www.peoi.org/Courses/Coursesen/finanal/FN501EN.html)
* **Boundless book:** [**Finance Hub**](https://www.boundless.com/finance/)
* [**Stock investing for dummies**](http://samples.sainsburysebooks.co.uk/9781118461204_sample_403570.pdf)
* [**Investing 101: a tutorial for beginning investors**](http://i.investopedia.com/inv/pdf/tutorials/beginner.pdf)
* [**Investing for dummies**](http://www.kolegjifama.eu/materialet/Biblioteka%20Elektronike/Investing%20For%20Dummies,%206th%20Edition.pdf)

**Videos = OPTIONAL**

* [**How do bonds work**](https://www.youtube.com/watch?v=Mk-FMjW1Wwg)
* [**How the stock market works**](http://youtu.be/GnJCOof2HJk)
* [**How to pick stocks**](https://www.youtube.com/watch?v=_uQjGz6jp2E)
* [**NY: Stock exchange**](https://www.youtube.com/watch?v=RJpLMvgUXe8)
* [**FDIC**](https://www.fdic.gov/deposit/deposits/video.html)

**Personal finance**

* [**Personal finance for college students**](https://www.incharge.org/financial-literacy/resources-for-teachers/college/)
* [**360 degrees of financial literacy**](http://www.360financialliteracy.org/Life-Stages/College-Students)
* [**Practical money skills for life**](https://www.practicalmoneyskills.com/foreducators/lesson_plans/college.php)

**Podcast = OPTIONAL**

* **Feed the pig:** [**Investing 101**](http://feedthepig.podomatic.com/entry/2009-01-27T09_57_46-08_00)
* **Feed the pig:** [**Short term investing**](http://feedthepig.podomatic.com/entry/2008-06-02T09_21_37-07_00)
* **Feed the pig:** [**Mutual fund basics**](http://feedthepig.podomatic.com/entry/2008-02-25T13_31_57-08_00)
* **Feed the pig:** [**Financial literacy quiz**](http://feedthepig.podomatic.com/entry/2008-04-18T13_34_02-07_00)
* **Feed the pig:** [**Financial literacy quiz (round 2)**](http://feedthepig.podomatic.com/entry/2009-01-05T10_36_14-08_00)

**Assignments = TBD**

* **Can you pick stocks and analyze hc/non-hc stocks**
* **Marketwatch: Stock market game**
* [**Stocktrak: Global portfolio simulation**](http://www.stocktrak.com/)
* [**How global is your portfolio?**](http://www.econedlink.org/lesson/918/)
* [**The stock market game**](http://www.stockmarketgame.org/)