

# Financial Literacy for Communication Leaders

**MAC 205 | Term:** Summer 2023 | **Course Dates:** July 3 – August 13, 2023

**Instructor:** Eric Adae, Ph.D. | **Office:** 110 Meredith

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**Office Hours** | Mondays and Wednesdays, 1:00 – 3:00 p.m. via phone, email, or videoconference

**Course Description:** This course explores the role of financial management in communication leadership, focusing on core skills and practical application. You will analyze and interpret financial reports and statements, examine and discuss impacts on budgeting and forecasting, and develop meaningful messages about financial metrics to help inform employees, executives and the public.

## Required Materials:

- *Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean* (revised edition, 2013), by Karen Berman and Joe Knight. ISBN: 9781422144114.

## Supplemental Reading, if wanted:

- *How to Read a Financial Report: For Managers Entrepreneurs, Lenders, Lawyers, and Investors (Seventh Edition)*, by John A. Tracy.

## MINIMUM TECHNICAL SKILLS REQUIRED

For this course you need to be able to view Flash, PowerPoint, video, and PDF files. In addition, the following technical skills are required:

- Sending emails
- Uploading and downloading files
- Creating, opening and saving documents in .doc, .docx, or .rtf file formats
- Copying and pasting
- Using Blackboard (Online Course System)

## Expectations for this course:

- Be involved and active in the course
- Check the course homepage, calendar, course syllabus, your email, and the Blackboard course discussion board every day
- Keep up with your assignments and your readings
- Participate actively in class discussions

**Note: This course is not self-paced. You are responsible for meeting assignment deadlines.**

## Feedback Plan

The success of an online class depends in part on the ability to build relationships within an asynchronous environment. It is my responsibility to ensure that you get information and feedback in a timely manner. The following provides the timeframes that students can expect feedback:

- Email messages will have a response within 24 hours between Monday and Friday and no later than noon on Monday for communication on the weekend (including after 5:00 on Friday).

- If communicating via email, please put **MAC 205: (Email Subject)** in the subject line to ensure I see it in a timely fashion.
- Discussion posts will be reviewed daily between Monday and Friday and any responses need/provided will be during the week.
- Assignments will be graded with detailed feedback provided within three days of the due date with one exception. The final assignment will be graded with feedback within five days of the due date.
- I will always be available for email, chat, or Collaborate Ultra during Office Hours or by appointment. If I cannot meet any of these deadlines, I will communicate that to you as proactively as possible.

#### **Learning Outcomes:**

- Students will be able to understand the fundamentals of financial reporting and forecasting for organizations, and how to prepare, implement and maintain a departmental budget.
- Students will be able to apply basic financial analysis skills to real-world management situations.
- Students will be able to analyze an organization's strength, based on income generation and cost controls.
- Students will be able to evaluate the relative strength and value of competing organizations, based on financial reports and statements, analysts' opinions, industry forecasts and issues monitoring.
- Students will be able to create effective communications regarding key financial metrics.

#### **Required assignments for class:** You may earn up to 1,000 points in this course, as follows:

- Module 1 Discussion: Introduce Yourself | *participation*
- Module 1 Discussion: Profit, Cash, and Revenue | 50 points
- Module 1 Mastery Quiz | 100 points
- Module 2 Discussion | 50 points
- Module 2 Assignment: Company Financial Summary | 200 points
- Module 3 Assignment: Investor Messaging Exercise 200 points
- Module 3 Discussion: Investor Messaging Exercise | 50 points
- Module 4 Assignment: Final Paper and Presentation | 300 points
- Module 4 Discussion: Course Reflection | 50 points

#### **Final grades:** Final grades for the course will follow this scale:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = Below 60%

## Policies:

- **Accommodations:** If you have a disability and require academic accommodations, please let me know or contact [Student Disability Services](#), 107 Old Main, 515-271-1835.
- **Cheating:** The School of Journalism and Mass Communication does not tolerate plagiarism or any other form of academic dishonesty. The School has adopted an [Honor Code](#) with which you should familiarize yourself.
- **Deadlines:** Assignments are due on time. Late work will receive no credit.
- **Citation Expectations:** Use the most recent APA Publication manual to cite references. Helpful resources include [Style Manuals & Citation Guides for Scholarly Writing](#), which includes [Purdue Owl resources](#).
- **Attendance/Participation:** The success of this class is determined by your engagement in the activities and discussions. Please “be present” in this class to ensure your best possible experience.
- **Professor Communication:** I will respond to emails and phone calls within 24 hours, Mondays through Fridays. Email and phone calls over the weekend will be responded to no later than noon on the following Mondays.
- **Inclusion:** Drake University values diversity as an institutional strength that encompasses a broad range of human differences. Our commitment to diversity, equity, and inclusion acknowledges the role Drake University can play in redressing historic injustices that result in continued marginalization of members of specific groups, and seeks to understand and respond to contemporary calls for inclusivity as necessitated by social justice. Drake University moves past mere tolerance of diversity and creates a culture of inclusion that sees diversity of identities, backgrounds, and ideas as fundamental to our excellence and success as an institution. Find out more information about [Diversity, Equity & Inclusion at Drake University](#).
- **Online Classroom Citizenship:** The standard practice for participation in networked discussion requires that all participation be focused on the topic at hand, not become personalized, and be substantive in nature. Find out more about [Netiquette](#), the etiquette of Internet communication.

**Discussion Rubric % (all discussions except Introduce Yourself and Final Paper Presentation)**

<b>CRITERION</b>	<b>Very Strong (100%)</b>	<b>Strong (90%)</b>	<b>Average (80%)</b>	<b>Below Average (70%)</b>	<b>Missing (0%)</b>
Initial Posting	Well-developed (about 2 full paragraphs); answers the question(s) asked; introduces new ideas; incorporates readings and/or professional experience	Well-developed (about 2 full paragraphs); answers the question(s) asked; incorporates readings and/or professional experience	Primary ideas are posted; organization of ideas is weak	Poorly developed; does not add to the discussion; misses the question(s); late work	Missing
Response posting	Articulate; specific references made to course content; indicates an understanding and/or synthesis of key principles	Articulate; specific references made to course content; indicate an understanding or synthesis of key principles	Support is weak, vague, or largely conjecture	Response is based on conjecture with no reference made to readings or coursework	Missing

## Module 2 Assignment | Company Financial Study Rubric

<b>CRITERION</b>	<b>Very Strong (100%)</b>	<b>Strong (90%)</b>	<b>Average (80%)</b>	<b>Weak (70%)</b>
Communication of Financial Statement Information	Identifies and demonstrates a sophisticated understanding of the contents of the financial statements.	Identifies and demonstrates an accomplished understanding of the financial statements.	Identifies and demonstrates acceptable understanding of some of the financial statements.	Struggles to identify and demonstrate an acceptable understanding of the financial statements.
Analysis and Evaluation of Financial Information	Presents an insightful and thorough analysis of financial information.	Presents a thorough analysis of most of financial information.	Presents a superficial or incomplete analysis of some of financial information; omits important information.	Struggles to present an effective analysis of the financial information; omits important information.
Complete Narrative Representing Financial Information	Supports financial narrative with well-documented evidence; presents a balanced and critical view; interpretation is both reasonable and objective.	Supports financial narrative with limited reasoning and evidence; presents a somewhat superficial narrative; demonstrates little engagement with ideas presented.	Little or no action suggested or inappropriate narrative proposed.	Little or no action suggested and inappropriate narrative proposed.
Links to Course Readings and Additional Research	Makes appropriate and powerful connections between identified issues/problems and the strategic concepts studied in the course readings and lectures.	Makes appropriate connections between identified issues/problems and concepts studied in readings and lectures.	Makes inappropriate or little connection between issues identified and the concepts studied in the readings.	Makes inappropriate and little connection between issues identified and the concepts studied in the readings.
Writing Mechanics and Formatting Guidelines	Demonstrates clarity, conciseness and correctness; formatting is appropriate and writing is free of grammar and spelling errors.	Occasional grammar or spelling errors, but still a clear presentation of ideas; lacks organization.	Writing is somewhat focused; poorly organized and does not follow all specified guidelines.	Writing is unfocused, rambling, or contains serious errors; poorly organized and does not follow specified guidelines.

### M3 Assignment | Investor Messaging Exercise Rubric

<b>CRITERION</b>	<b>Very Strong (100%)</b>	<b>Strong (90%)</b>	<b>Average (80%)</b>	<b>Weak (70%)</b>
Communication of Main Message	Identifies and demonstrates a clear and strong message regarding worth of organization.	Identifies and demonstrates a message regarding worth of organization.	Struggles to identify a clear message.	Does not identify a clear message.
Analysis and Evaluation of Issues/Problems	Presents an insightful and thorough analysis of all identified issues/problems; includes all necessary calculations.	Presents a thorough analysis of most of the issues identified; includes most necessary calculations.	Presents a superficial or incomplete analysis of some of the identified issues; omits some necessary calculations.	Presents a superficial or incomplete analysis of some of the identified issues; omits necessary calculations.
Recommendations on Effective Solutions/Strategies	Supports diagnosis and opinions with strong arguments and well documented evidence; presents a balanced and critical view; interpretation is both reasonable and objective.	Supports diagnosis and opinions with limited reasoning and evidence; presents a somewhat one-sided argument; demonstrates little engagement with ideas presented.	Suggests little or no action or proposes inappropriate solutions to the issues in the case study.	Suggests little or no action and proposes inappropriate solutions to the issues in the case study.
Links to Course Readings and Additional Research	Makes appropriate and powerful connections between identified issues/ problems and the strategic concepts studied in the course readings and lectures; supplements case study with relevant and thoughtful research and documents all sources of information.	Makes appropriate but somewhat vague connections between identified issues/problems and concepts studied in readings and lectures; demonstrates limited command of the analytical tools studied; supplements case study with limited research.	Makes inappropriate or little connection between issues identified and the concepts studied in the readings; supplements case study, with incomplete research and documentation.	Makes inappropriate or little connection between issues identified and the concepts studied in the readings; does not supplement case study with research and documentation.
Communication of Financial Information	Strong and clear synthesis of financial information using appropriate, relevant, and compelling content to illustrate the subject.	Uses appropriate and relevant content to develop and explore ideas; synthesis of information is underdeveloped.	Repeats ideas instead of developing them OR presents information in unclear manner OR contains little evidence of understanding of the topic.	Repeats ideas instead of developing them AND presents information in unclear manner AND contains little evidence of understanding of the topic.
Writing Mechanics and Formatting Guidelines	Demonstrates clarity, conciseness and correctness; formatting is appropriate and writing is free of grammar and spelling errors.	Includes occasional grammar or spelling errors, but is still a clear presentation of ideas; lacks some organization.	Writing is unfocused, rambling, or contains serious errors; lacks organization and does not follow all specified guidelines.	Writing is unfocused, rambling, or contains serious errors; is poorly organized and does not follow specified guidelines.

## Module 4 Assignment: Final Paper and Presentation

CRITERION	Very Strong (100%)	Strong (90%)	Average (80%)	Weak (70%)
<b>PAPER: 200 POINTS</b>				
Paper: Content	Theme is well-defined. Proposal discusses historical significance and relates to material in course. Outline is comprehensive and complete. Bibliography is complete.	Theme is defined. Proposal discusses historical significance and relates to material in course. Outline is complete. Bibliography is included.	Theme is somewhat vague. Proposal discusses some historical significance. Outline is somewhat complete. Bibliography is missing some components.	Theme is vague. Proposal does not discuss historical significance. Outline is incomplete. Bibliography is missing numerous components.
Paper: Links to Course Readings and Additional Research	Makes appropriate and powerful connections between identified issues/problems and the strategic concepts studied in the course readings and lectures; supplements case study with relevant and thoughtful research and documents all sources of information.	Makes appropriate but somewhat vague connections between identified issues/problems and concepts studied in readings and lectures; demonstrates some command of the analytical tools studied; supplements case study with limited research.	Makes appropriate but vague connections between identified issues/problems and concepts studied in readings and lectures; demonstrates limited command of the analytical tools studied; supplements case study, if at all, with limited research.	Makes inappropriate or little connection between issues identified and the concepts studied in the readings; does not supplement case study with research and documentation.
Paper: Communication of Financial Information	Strong and clear synthesis of financial information using appropriate, relevant, and compelling content to illustrate the subject.	Uses appropriate and relevant content to develop and explore ideas; synthesis of information is underdeveloped.	Repeats ideas instead of developing them OR presents information in unclear manner OR contains little evidence of understanding of the topic.	Repeats ideas instead of developing them AND presents information in unclear manner AND contains little evidence of understanding of the topic.
Paper: Writing Mechanics and Formatting Guidelines	Demonstrates clarity, conciseness and correctness; formatting is appropriate and writing is	Includes occasional grammar or spelling errors, but is still a clear presentation of ideas; lacks some organization.	Writing is unfocused, rambling, or contains serious errors; lacks organization and does	Writing is unfocused, rambling, or contains serious errors; is poorly organized and does not

	free of grammar and spelling errors.		not follow all specified guidelines.	follow specified guidelines.
Paper: APA – Bibliography (paper)	All cited works are done in the correct format with no errors; includes more than ten major references (e.g., science journal articles, books); includes no more than two internet sites (periodicals available online are not considered internet sites).	Done in the correct format with few errors OR includes less than ten but more than three major references (e.g., science journal articles, books); includes no more than two internet sites (periodicals available online are not considered internet sites).	Done in the correct format with many errors OR includes three or less major references (e.g., science journal articles, books); includes no more than two internet sites (periodicals available online are not considered internet sites).	Done in the correct format with many errors. AND includes three or less major references (e.g., science journal articles, books); includes no more than two internet sites (periodicals available online are not considered internet sites).

CRITERION	Very Strong (100%)	Strong (90%)	Average (80%)	Weak (70%)
<b>Presentation: 100 Points</b>				
Presentation: Financial Literacy Knowledge	Demonstrates full knowledge (more than required) with explanations and elaboration.	Demonstrates ease with content, but fails to elaborate.	Demonstrates discomfort with information and is able to answer only rudimentary questions.	Demonstrates discomfort with information and cannot answer questions.
Presentation: Organization – Structural Development of the Idea	Presents information in logical, interesting sequence that audience can follow.	Presents information in logical sequence that audience can follow.	Presents information in mostly logical sequence that audience can follow.	Jumps around when presenting information so audience has difficulty following along.
Presentation: Delivery	Is enthusiastic and convincing; exceeds expectations of entry-level professionals.	Is enthusiastic and convincing; meets expectations of entry-level professionals.	Lacks enthusiasm and confidence; meets expectations of entry-level professionals.	Lacks enthusiasm and confidence; does not meet expectations of entry-level professionals.



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### Required Materials:

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ISBN: 9781422144114.

### Class Schedule

The following schedule will help you to keep track of assignment due dates and ensure you are keeping pace with the class. **Please note that assignments are due at 11:00 p.m. Central time on the date listed.** Late work is not accepted.

#### Module 1 Dates: 7/3 – 7/12

Assignments	Due Date
Watch introduction video	7/5
Post to discussion: Introduce Yourself	7/6
Read Chapters 1 – 4 from Berman and Knight text	7/7
Watch Part 1 Video Synopsis	7/7
Post and respond to Module 1 Discussion: Profit, Cash, and Revenue	7/8
Read Chapters 5 – 9 from Berman and Knight text	7/10
Watch Part 2 Video Synopsis	7/11
Complete Mastery Quiz (30 minutes, timed)	7/12

**Module 2 Dates: 7/13 – 7/24**

<b>Assignments</b>	<b>Due Date</b>
Read Chapters 10 – 14 from Berman and Knight text	7/16
Watch Part 3 Video Synopsis	7/16
Read Chapters 15 – 19 from Berman and Knight text	7/20
Watch Part 4 Video Synopsis	7/20
Post to Module 2 Discussion: Company Financial Summary	7/22
Read Chapters 20 – 25 from Berman and Knight text	7/22
Watch Part 5 Video Synopsis	7/22
Respond to Module 2 Discussion: Company Financial Summary	7/24
Submit Module 2 Assignment: Company Financial Summary	7/24

**Module 3 Dates: 7/25 – 8/2**

<b>Assignments</b>	<b>Due Date</b>
Read Chapters 26 – 27 from Berman and Knight text	7/25
Watch Part 6 Video Synopsis	7/25
Read Chapters 28-30 from Berman and Knight text	7/28
Watch Part 7 Video Synopsis	7/28
Post and respond to Module 3 Discussion: Investor Messaging	7/31
Submit Module 3 Assignment: Investor Messaging Exercise	8/2

**Module 4 Dates: 8/3 – 8/13**

<b>Assignments</b>	<b>Due Date</b>
Read Chapters 31 – 33 from Berman and Knight text	8/6
Post and respond to Module 4 Discussion: Course Reflection	8/10
Submit Module 4 Assignment: Final Paper and Presentation	8/13