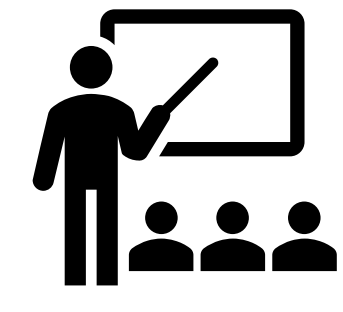


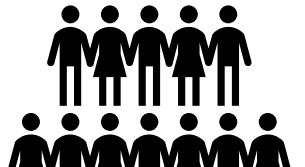
Experiential Learning Resources for Finance Courses

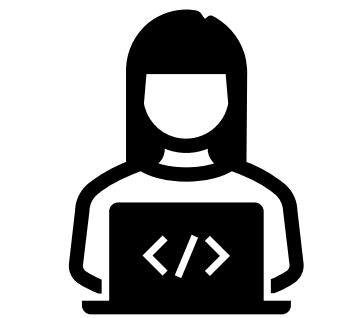
Student Team: Vivian Mak | Lianne Adair | Sally Jiao | Ashley Kask | Jeffrey Sun | Pragma Chitkara + volunteers
 Faculty and Staff: Caren Lombard | Jose Pizarro | Sunah Cho



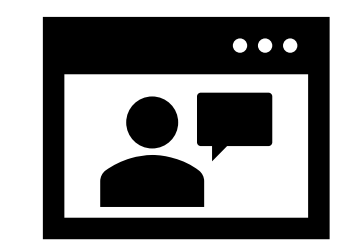
Project Impact at a Glance



5 Courses  1850 Students



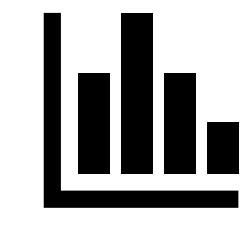
4 Experiential Learning Cases



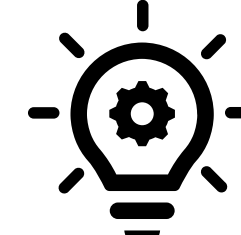
5 Videos  1 Online Resource



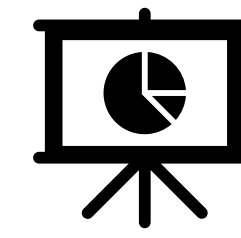
Observed Project Outcomes



Students are able to work with a group to make logical financial decisions when presented with a set of facts and data



Students are better able to understand how core course concepts can be applied to real-world situations



Students are able to conduct external research and share both quantitative and qualitative findings in a clear and concise presentation



Students have access to engaging, interactive, and relevant learning material

Corporate Finance Group Case

Description: Implemented as part of **COMM 370** experiential learning curriculum, this case encourages students to apply concepts learned – industry analysis, ratio analysis, forecasting, ESG factors, IPO valuation and Mergers and Acquisitions.

Students are tasked with examining a company's financial health relative to the industry, conducting qualitative research, forecasting pro-forma statements, and providing key findings and recommendations in the form of a presentation. Working in groups, the deliverables involve completing a blank Excel sheet based on available information as well as creating a comprehensive slide deck.



Personal Finance Group Case

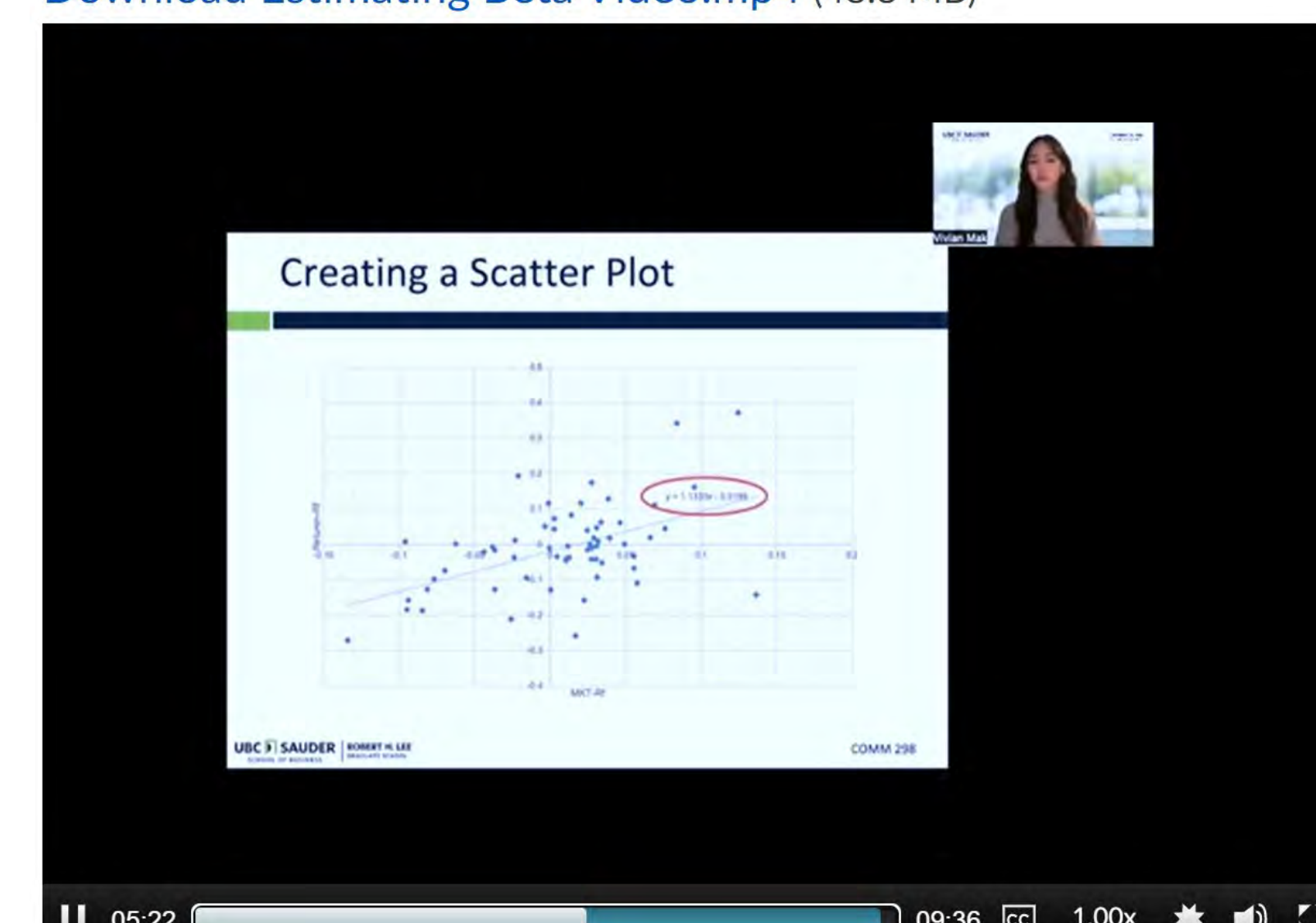
Description: This case encourages students to use their knowledge from **COMM 298** and **COMR 473** and apply it to a real-world scenario where a student purchases a new vehicle. The two deliverables of this case, an Excel submission and presentation, test students' understanding of time value of money, annuities, and interest rates. Students also have to research qualitative and environmental factors that should be considered when purchasing a vehicle.

Beta Mini Case (Self-Guided)

Description: For students in **finance courses** interested in exploring the topic of beta further, this mini case features a video and Excel spreadsheet that teaches students how to estimate beta.

Estimating Beta Video.mp4

[Download Estimating Beta Video.mp4 \(48.8 MB\)](#)



Intro to Finance Videos

Description: A set of three videos and quizzes walking students in **COMM 101** through basic finance concepts in an interactive and engaging format.



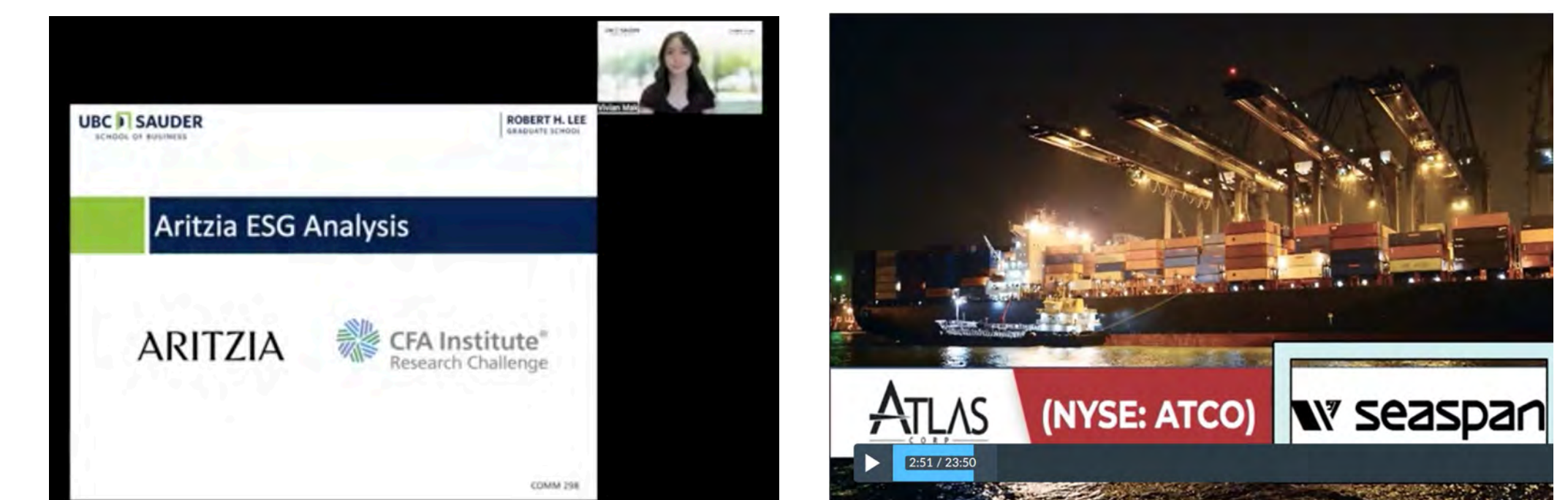
ESG Online Resource Hub

Description: An online self enrol Canvas course designed to support students in exploring over a hundred ESG resources related to sustainability reporting and analysis. This self-enroll course has a climate focus and will inspire students to enroll in further courses and to learn more.



ESG Analysis Videos

Description: A set of two videos guiding students interested in ESG analysis through the steps of analyzing the two real life companies - Aritzia and Atlas Corporation.



What is next?

Phase 2 of the project will focus on maintaining the resources created to ensure their sustainability. The ESG resource currently will see a self-guided study plan added and a personal finance and financial planning resource is planned for 2023/2024. Students have identified personal financial planning as an area where additional resources would be very useful.

Acknowledgement:

We gratefully acknowledge the financial support for this project provided by UBC Vancouver students via the Teaching and Learning Enhancement Fund.



NPV Mini Group Case

Description: This case encourages students to continue apply **COMM298** and **COMR 473's** introductory course concepts to a real-world scenario. In this case, students must determine whether a small-business owner should expand her Pilates studio using real-life business data.

To help the owner make a decision, students must conduct a net present value analysis and prepare income statements and do breakeven analysis. Students also summarize these results in a presentation which includes other quantitative and qualitative factors that the owner should consider.