

**BUS 340 - BUSINESS FINANCE**  
**AUGUST 27 – DECEMBER 10, 2009**

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**TEXTBOOK:** Fundamentals of Financial Management, 11<sup>th</sup> edition by Eugene F. Brigham and Joel F. Houston. Study Guide and Instructors Manual will be placed on reserve in the library.

**NEWSPAPER:** Periodically, you will be asked to bring a copy of The Wall Street Journal to class. This will be used for classroom discussion and the Investment Exercise. A subscription to The Wall Street Journal is recommended but not required.

**PURPOSE:** The primary purpose of this class is to learn and to have fun doing it.

**COURSE OVERVIEW:** The primary objectives of the class are (i) to provide a qualitative, macro overview of factors impacting the world of finance and (ii) to provide a quantitative framework for analyzing all factors employed in the financial decision making process. At the conclusion of this course, you should have an analytical framework for interpreting and analyzing financial data. A minimum level of knowledge in Accounting, Economics, and Statistics is assumed.

**ATTENDANCE:** The official attendance policy for UES is a maximum of 3 missed classes. Up until the Mid-Term Date, attendance will be monitored and reported to the UES Office. After the Mid-Term Date, attendance at class will be expected. Throughout the semester, it is also anticipated that each student might miss a few classes due to work / life conflicts. Communication around absences from class is recommended. Each student is responsible for material covered in classes missed.

Because of space limitations, make-up exams must be scheduled and taken within one week of the original test date. It is the responsibility of the student to schedule the test date and time with Continuing Education, and to notify the instructor that a test date has been scheduled so that the instructor can email the test to the office. Tests are scheduled no sooner than 48 hours ahead of time (unless in extreme situations) so Continuing Education has time to receive the test from the instructor. Continuing Education will not schedule any make-up exams during the final week of classes (exam week). Last available start time on Friday make-ups is 11:00 am. Maximum time for make-up tests is 2 hours and 45 minutes unless the student has a documented learning disability allowing them more time.

**CLASS PHILOSOPHY:** "The point is, ladies and gentlemen, is that greed, for lack of a better word, and is good. Greed is right. Greed works. Greed clarifies, cuts through, and captures the essence of the evolutionary spirit. Greed, in all of its forms - greed for life, for money, for love, for knowledge - has marked the upward surge of mankind. And greed - you mark my words - will not only save Teldar Paper, but that other malfunctioning corporation called the United States of America." by Gordon Gekko

**CLASSROOM PHILOSOPHY:** Since this class is a combination of definitions / terms (science) and application (art), you will be incorporating terms and definitions into a thought process. Therefore, questions asked by you will be challenged with a question from me in an attempt to get you to answer your own question and to provide a forum for classroom discussion.

**CLASSROOM CODE OF CONDUCT:**

- Arrive on time. If you are late getting to class, we ask that you enter the classroom quietly and that you take a seat closest to the door so as not to disturb the class.
- Turn off cell phones, pagers, etc. before the start of class. If you are expecting an emergency call, please sit near the door and notify the instructor that you may be receiving a call during class.
- Please bring text and materials to every class.
- Respect the opinions and questions of other students. Comments should be voiced in an environment conducive to professionalism.
- No side conversations. Do not conduct professional work and other activities while in class.
- Guests are welcome in class with prior approval from the instructor. Per university policy, a guest may attend a maximum of (2) class periods.
- Drink is allowed in class provided it is discarded properly. Food is prohibited. Tobacco products are prohibited in all buildings per university policy.

**CALCULATOR:** You must have a calculator to perform the quantitative analysis required by this course. I will be using the HP-17B and will explain how to work various problems using it. It is highly recommended that you become familiar with your calculator before the next class.

**GRADES:** The following will be used to determine final grades:

Exam #1	20%
Exam #2	20%
Final Exam	20%
Investment Exercise	20%
Company Analysis Paper	10%
Class Participation	10%

Exams will be a combination of true/false, multiple choice, and discussion questions. Questions will be obtained from the textbook, current events, and classroom discussion.

Grades will be determined in accordance to the following scale:

<u>Range</u>	<u>Grade</u>
90 - 100	A
75 - 89	B
60 - 74	C
Below 60	Counseling Session

**STUDENTS WITH DISABILITIES:** Students requesting accommodations for a learning disability must first make application to the Office of Disability Services and the director, Gina Parris. Information regarding that process can be found on their website: (<http://www.furman.edu/disability/index.htm>).

**ACADEMIC DISHONESTY:** Academic dishonesty in any form is a fundamental offense against Furman University as an institution as well as the integrity of the entire academic community. Academic dishonesty is always a threat to the standards of the college and to the standing of every student. Students are expected to properly cite any work not their own as well as perform their academic work with integrity at all times. Incidences of academic dishonesty will be documented in the office of the Associate Academic Dean and will remain on record for five years after the student ceases to be associated with the University. If you have any question about what constitutes plagiarism or any other form of academic misconduct, it is your responsibility to consult with me so that you will fully understand what I expect of you in this course.

A copy of the Furman University policy on academic dishonesty, along with other information regarding academic misconduct, can be found at <http://www.furman.edu/main/integrity.htm>.

## CLASS OUTLINE

### FINANCE - OVERVIEW

- August 27 Introduction / Purchase Textbook / Review Syllabus  
Discuss Investment Exercise  
Review Financial Terms / Definitions
- September 3 Discuss Investment Exercise  
Review Financial Terms / Definitions  
Review Wall Street Journal
- September 10 Chapter 1 - Overview of Financial Management
- September 17 Chapter 5 - Financial Markets and Institutions
- September 24 EXAM #1 (Chapters 1, 5, Financial Terms & Definitions, Current Events)

### FINANCE / ACCOUNTING

- October 1 Review EXAM #1  
Chapter 3 - Financial Statements, Cash Flow, and Taxes
- October 8 Chapter 4 - Analysis of Financial Statements
- October 14 Mid-Term of the Semester
- October 15 Chapter 16 - Working Capital Management
- October 22 NO CLASS – FALL BREAK

### FINANCE / ECONOMICS

- October 29 Chapter 6 - Interest Rates
- November 5 EXAM #2 (Chapters 3, 4, 6, 16, Financial Terms & Definitions, Current Events)

### FINANCE / STATISTICS

- November 12 Review EXAM #2  
Chapter 2 - Time Value of Money
- November 19 Chapter 8 - Risk and Rates of Return
- November 26 NO CLASS – THANKSGIVING BREAK
- December 3 Chapter 7 - Bonds and Their Valuation

### FINAL EXAM

- December 10 FINAL EXAM - CUMULATIVE (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 16, Financial Terms/Definitions, Current Events)  
Turn in Investment Exercise  
Turn in Company Analysis Paper