



GLOBAL FINANCE

And Management

Syllabus: BUSN 7240X

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Global Finance

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**Brooklyn College
School of Business
Graduate Program**

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❖ Instructor's Information

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❖ Textbook Required

International Financial Management

By Eun & Resnick

6th edition (Copyright 2012)

McGraw Hill Publishers

ISBN: 978-0-07-803465-7

❖ Suggested Reading

- *Financial Times*
- *Business Week*
- *Wall Street Journal*
- *Bloomberg Markets*

❖ Course Overview

This graduate level **financial management** course requires students to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **global finance**.

The international monetary system, balance of payments, corporate governance, foreign exchange rate determination, options on foreign exchange, forecasting foreign exchange rates, transaction exposure, economic exposure, translation exposure, and international bond market, equity markets, banking, capital structure, capital budgeting, trade finance, and taxes are explored in detail. Students will demonstrate an understanding of course concepts and the ability to apply the concepts by analyzing and evaluating case studies of real companies.

Students are required to evaluate the case scenarios, apply concepts, formulate solutions, make recommendations, justify their position, and create a plan for next steps. The research project for our course will focus on the 2007-2009 global financial crisis.

The course uses technology to create an engaging and interactive learning community that is supportive, relevant, practical, insightful, and meaningful. Discussion boards on BlackBoard are used in our course to share information, apply concepts, draw conclusions, and have discussions about important product development topics and case studies.

❖ Grade Components

Research Project	10%
Case Studies	15%
Discussion Boards	15%
Exam 1	30% Chapters 1-10
Exam 2	30% Chapters 1–20

❖ Learning Outcomes

This graduate level finance management course requires students to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **global finance**. At the conclusion of the course, students should be able to:

Create a translation exposure report and prepare a capital budget

Evaluate foreign exchange markets

Analyze, compare, and contrast the global cost of capital and foreign exchange risks

Apply, illustrate, and implement foreign exchange concepts.

Understand and discuss

- globalization,
- balance of payments,
- foreign exchange rates,
- transaction exposure,
- economic exposure,
- translation exposure,
- currency swaps,
- international bond markets,
- international banking,
- international equity markets,
- foreign direct investment,
- international capital budgeting,
- international capital structure, and
- the international tax environment.

Remember, explain, and contrast **global finance** concepts, terms, and definitions

This syllabus is subject to change as necessary.

Assignments are due on BlackBoard at 10pm. **Late assignments will not be accepted.**

CSA = Case Study Analysis ASSIGNMENT SCHEDULE **DB = Discussion Board**

Week	Date	Due @ 10pm	Required Reading Assignments
1	July 16 Mon July 18 Wed July 20 Fri	DB a DB b	Chapters 1 & 2 Globalization/International Monetary System Chapters 3 & 4 Balance of Payments/Corporate Governance Chapters 5 Foreign Exchange Market
2	July 22 Sun July 23 Mon July 25 Wed July 27 Fri	CSA 1 DB c DB d	Chapters 6 & 7 Foreign Exchange Rates, Futures, & Options Chapters 8 & 9 Transaction & Economic Exposure Chapter 10 Foreign Exchange Translation Exposure
3	July 29 Sun July 30 Mon Aug 1 Wed Aug 3 Fri	Exam 1 DB e DB f	Chapters 1-10 Chapter 11 International Banking Chapter 12 International Bond Market Chapter 13 International Equity Markets
4	Aug 5 Sun Aug 6 Mon Aug 8 Wed Aug 10 Fri	CSA 2 DB g DB h	Chapter 14 Interest Rate & Currency Swaps Chapter 15 & 16 International Portfolio Investment & FDI Chapter 17 International Capital Structure
5	Aug 12 Sun Aug 13 Mon Aug 15 Wed Aug 17 Fri	CSA 3 DB i DB j	Chapter 18 International Capital Budgeting Chapter 19 Multinational Cash Management Chapter 20 International Trade Finance
6	Aug 20 Mon	Exam 2	Chapters 1-20

For all assignments you must:

- + demonstrate your understanding of finance by accurately explaining the relevant concepts,
- + draw conclusions,
- + demonstrate superior critical thinking skills,
- + apply the chapter concepts to the scenario correctly,
- + include facts from the scenario to support your position,
- + formulate solutions and make a recommendation regarding next steps.

The answers are not in the cases or the textbook. You must use the facts in the case and the concepts in the book to draw conclusions, formulate solutions, and make recommendations. Students must demonstrate the ability to create, evaluate, analyze, apply, understand, and remember information regarding new product development.

There are 4 criteria used to evaluate your posting:

- 1) **Quantity**, 2) **Quality**, 3) **Relevance**, and 4) **Manner**.

Rubric for Evaluating Assignments

Criteria	A 90+	B 80+	C 70+	F
Quantity	<p>500 words per question</p> <p>The amount of information provided demonstrates an excellent ability for creating, evaluating, analyzing, applying, understanding, and remembering the topics of the course.</p>	<p>400 words per question</p> <p>The amount of information provided demonstrates a good ability for creating, evaluating, analyzing, applying, understanding, and remembering the topics of the course.</p>	<p>250 words per question</p> <p>The amount of information provided demonstrates only a fair ability for creating, evaluating, analyzing, applying, understanding, and remembering the topics of the course.</p>	<p>Less than 250 words per question. Either the assignment was not submitted, or there is not enough detail to demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero.</p>
Quality	<p>Demonstrates an excellent understanding of the chapter concepts, explains effectively and accurately the relevant concepts, applies the chapter concepts properly to the case, recommends specific action, and includes facts from the case to support a main idea. Citations and examples were included as necessary.</p>	<p>Demonstrates a good understanding of the chapter concepts and often accurately and effectively explains the concepts, applies chapter concepts to the case, recommends next steps, and includes facts from the case to support a main idea. Citations and examples were usually included as necessary.</p>	<p>Demonstrates only a fair understanding of the chapter concepts and only a fair ability to apply the concepts. Concepts are not fully or accurately explained. Citations and examples were generally not included as necessary.</p>	<p>Either the assignment was not submitted, or the posting does not demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero. No recommendations or solutions formulated.</p>
Relevance	<p>Directly related to the case or chapter and is integrated with other postings.</p>	<p>Related to the case, but often not integrated well with other postings.</p>	<p>Somewhat related to the other postings and the case or chapter.</p>	<p>Not related to the assignment.</p>
Manner	<p>Very organized and has no spelling, punctuation, or grammatical errors.</p>	<p>Organized and usually has no spelling, punctuation, or grammatical errors</p>	<p>Disorganized and/or has many spelling and grammatical errors that makes it difficult to understand.</p>	<p>Very disorganized and has numerous spelling, punctuation, and grammatical errors.</p>

ASSIGNMENT SCHEDULE

The answers are usually not in the case or the textbook. You must use the facts in the case and the concepts in the book to draw conclusions and make recommendations. You must demonstrate your understanding of the chapter concepts, explain the relevant concepts accurately, draw conclusions, demonstrate superior critical thinking skills, apply the chapter concepts to the scenario correctly, include facts from the case to support your position, and make a recommendation regarding next steps. The questions are designed to give you the opportunity to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **global finance**.

1 Week 1 Read: Chapters 1, 2, 3, 4 and 5

Discussion Board a (Due by Monday @ 10:00 pm)

- a. Discuss what you believe is the main cause of the Global Financial Crisis. Chapters 1 & 11
- b. Evaluate monetary union and explain why you believe the benefits of monetary union outweigh or don't outweigh the costs of monetary union. Discuss either the benefits or costs of monetary union and support your position with facts from Chapter 2.

Discussion Board b (Due by Wednesday @ 10:00 pm)

- a. Explain why you favor or don't favor SDR's (special drawing rights) as the main reserve currency versus the dollar. Chapter 3
- b. Imagine you serve on the Board of Directors for General Electric, one of the largest multinational companies, and you must recommend a compensation package for senior management. Using corporate governance concepts from Chapter 4 explain why you favor or don't favor granting managers stock or stock options as an incentive compensation scheme.

ASSIGNMENT SCHEDULE

2 Week 2 Read: Chapters 6, 7, 8, 9 and 10 plus the Enron case posted to BlackBoard

Case Study Analysis 1 (Due by Sunday @ 10:00 pm) **2,500 words**

Discussion Board c (Due by Monday @ 10:00 pm) questions on BlackBoard

Discussion Board d (Due by Wednesday @ 10:00 pm) questions on BlackBoard

You must demonstrate your understanding of the chapter concepts, explain the relevant concepts accurately, draw conclusions, demonstrate superior critical thinking skills, apply the chapter concepts to the scenario correctly, include facts from the case to support your position, and make a recommendation regarding next steps. The questions are designed to give you the opportunity to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **global finance**.

Case Study Analysis 1

1 Applying the concepts from the book, evaluate and discuss fully the aspects of the corporate governance system that failed at Enron. Explain fully the “agency problem” and how it manifested itself at Enron. 500 words

2 Imagine you were writing a book about Enron, discuss in detail how each of the individual stakeholders and components of the corporate governance system should have either prevented the problems at Enron or acted to resolve the problems before they reached crisis proportions. Provide evidence from the case to support your position and apply the concepts from the book. 500 words

3 Show how “remedies for the agency problem” discussed in chapter 4 would or would not have been effective at Enron. Discuss each remedy and apply to the Enron case. 500 words

4 Discuss in detail corporate governance reform and the implications this will have for companies and their stakeholders. Explain why you believe this reform would have or would not have made a difference at Enron.

5 Create and recommend a corporate governance action plan that would have prevented the Enron failure or corrected the problem. 500 words

The assignment questions for Weeks 3 – 6 are on BlackBoard under ASSIGNMENTS.

❖ [Research Resources & Internet Insights \(Chapters 1-5\)](#)

1 Chapter 1

www.cia.gov/cia/publications/the-world-factbook

The CIA World Factbook provides country information regarding the geography, government, and economy.

www.imf.org

The International Monetary Fund website provides an overview of globalization and financial development.

www.wto.org

The World Trade Organization website covers news and data about international trade development.

www.unctad.org/wir

The UNCTAD website provides information on cross-border investment activities by multinational corporations.

2 Chapter 2

www.imf.org/external/fin.htm

This section of the IMF website contains information about SDR exchange rates.

www.newyorkfed.org/markets/fxrates/noon.cfm

The New York Federal Reserve website provides historical exchange rates.

www.ecb.int

The European Central Bank website offers coverage of the euro and links to European Union central banks.

www.adb.org

The Asian Development Bank website provides information on Asian financial developments.

3 Chapter 3

www.bea.gov

The Bureau of Economic Analysis website provides data related to the U.S. balance of payments.

www.ecb.int/stats

The European Central Bank website provides data related to the euro-12 countries' balance of payments.

4 Chapter 4

www.ecgi.org

The European Corporate Governance Institute website focuses on corporate governance (CG) in European countries.

www.gcgf.org

The Global Corporate Governance Forum website focuses on the institutional framework and practices of CG.

5 Chapter 5

<http://www.bgcpartners.com>

This website is an example of a foreign exchange platform

Additional Research Resources and Internet Insights are available on BlackBoard.

❖ Methodology

- **Textbook:** The textbook is required and an important tool used to expose students to important **global finance** concepts and topics. **You should read all the chapters in the book**, but some chapters will receive greater attention than others during the semester.
- **Case Studies:** The **application** of key **product and branding** concepts will be explored and students will be required to analyze **case studies**. **The answers are not in the cases or the textbook. You must use the facts in the case and the concepts in the book to draw conclusions and make recommendations.** The case studies are a great learning tool since they will help improve your understanding of the concepts and strengthen your critical reasoning skills. The questions are designed to give you the opportunity to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **global finance**. You must give a **comprehensive explanation** using the criteria and components of the relevant concepts. Your answer must be persuasive and use the course concepts as a basis. **Each case study analysis should be a minimum of 2,500 words.** Each question requires a **minimum** response of 500 words, but there is no maximum number of words. If your posting is less than 500 words you might receive partial credit. The minimum is not equivalent to a grade of 100% and doing the minimum is not enough to get a grade of 100%. However, it is not just about the number of words posted. There are 4 criteria used to evaluate your posting 1) **Quantity**, 2) **Quality**, 3) **Relevance**, and 4) **Manner**.
- **Discussion Boards:** Discussion threads will post to the course online via Black Board. Students are required to enter the discussion board and post thoughtful comments. Comments should demonstrate an understanding of key course concepts, strong critical thinking skills, and a persuasive logic. You must make 4 posts: 1 main post that answers the questions and 3 subsequent posts regarding the postings of others on our team.
- **Video Segments:** There are some video segments posted on BlackBoard. Keep in mind the video lectures are for your benefit. These lectures close the gap between theoretical and practical. Do **not** just provide a list of topics discussed. You must provided a detailed explanation of the concepts and specific examples discussed in the lecture. Do **not** include related information from an online source. If you simply copy and paste 'stuff' from the internet your score is a zero. If this happens more than once your grade in the course is an F. However, if you want to include a link, chart, or information that is properly footnoted and include as an attachment at the end of your report I will review the information.

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- **Research Project**

There are two skills you should develop in graduate school:

- 1- the ability to apply the concepts you learn in this course to your job, and
- 2- the ability to conduct research to find information that will help you solve problems.

You are enrolled in a dynamic and exciting graduate business course that gives you the opportunity to get hands on practical experience in conducting research regarding a variety of topics. I will create a unique survey gizmo questionnaire link for each member of our team. I will write the survey questions and you will get respondents.

*** Importantly, please also forward this link to your friends / family and ask them to also forward the link to their friends / family. This is a critical component of our research methodology.

The sampling technique we are using is called snowball sampling. The key to snowball sampling is to not only get others to complete the survey, but importantly get them to forward the survey link to their friends / family and their friends / family send the survey link to their friends / family. Your survey requests must include this important instruction.

You should **not** complete the survey, but even if you did complete the survey I ask that you **not** complete the survey more than once.

** Do **NOT** ask members of our class to complete the survey for you and you should **NOT** complete their survey. Do **NOT** send your link to any Brooklyn College email distribution list and certainly do **NOT** send your survey link to the distribution list for the graduate program since that would be counterproductive.

Your survey links will post under TOOLS --> MY GRADES

Many have had success having people at the local church, temple, and mosque complete the survey.

Some have emailed or text their friends and family the link. Others have sent the link to all their friends on facebook. **** Even if you don't have facebook, ask your friends to post on their facebook page and message their facebook friends.

The minimum for each survey should be

100 responses from

You can do it !! Yes you can !!

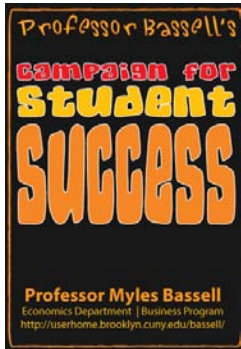
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❖ My Goal

My goal is for students to L E A R N ! It is all about you!

❖ My Mission

To help students achieve their educational and professional goals.



❖ My Goals For You

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to use computers and the Internet
4. Expand Your ability to find and use information on your own
5. Develop Your ability to express your ideas
6. Fortify Your appreciation and sensitivity to ethical issues and diversity

❖ My Dozen Objectives

1. Distribute a written syllabus on or before the first day of class
2. Demonstrate my ability to organize materials for the class
3. Stimulate interest in the topic being studied
4. Generate effective class discussion
5. Communicate effectively and speak clearly
6. Encourage independent thinking and ethical behavior
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Keep to the time and schedule requirements of the class
10. Provide students access to me outside of class and be available for Q&A
11. Clearly communicate course requirements and assignments
12. Promptly grade assignments

❖ **Grade Components**

Research Project	10%
Case Studies	15%
Discussion Boards	15%
Exam 1	30% Chapters 1-10
Exam 2	30% Chapters 1–20

❖ **Grading Criteria : Graduate Level**

A	93% +	B-	80% - 82%
A-	90% - 92%	C+	76% - 79%
B+	86% - 89%	C	73% - 75%
B	83% - 85%	F	Below 73%

❖ **Exams**

- Please bring photo ID, a pen, and several #2 pencils with erasers
- There will be 4 different versions of the exam: pink, blue, green, and yellow.
- I can't answer any questions during the exam because it will disturb other students.
- There is **NO curve** in grading exams. There are **NO extra credit** assignments.
- There are no makeup exams. If you do not take the exam your score is a zero and your grade in the course is an F. Everyone must follow the rules below:
 - **You are not able to use any electronics during the exam.**
 - No cell phones, ipods, ipads, or any other device.
 - You must turn your phone completely off before the exam starts.
 - No talking or texting is permitted during the exam.
 - You can't leave the room during the exam.
 - You can't use notes or books.

Not following these exam rules may result in severe penalties including receiving an F in the course and being suspended from the college.

❖ Academic Integrity

If an academic misconduct (for example: cheating on exams or papers, plagiarism...) occurs the instructor will impose the strongest sanctions that the University or College permits.

I encourage you to look at articles and/or resources from databases and/or on the Internet to find information regarding the case studies, discussion questions and/or other assignments. However, what you submit to me must be **your own work**. Direct quotations should be used very rarely and, when used, should be very short. You must **always indicate the sources used**. Students will not receive credit for answers on the different assignments that are mostly paraphrasing of other sources even if the sources are listed. Paraphrasing should be used very rarely and, when used, students must always indicate the sources used. There is no learning value for students to just quote and/or paraphrase parts of articles and/or resources found on the Internet or somewhere else.

If students use information from any source in an assignment and do not cite the source using quotation marks, this is plagiarism, which is a violation of academic integrity at Brooklyn College.

If I find evidence of plagiarism in an assignment, the student will receive a **score of zero** on this assignment. If I find again evidence of plagiarism in another assignment from the same student, this student will receive a **failing grade in the class**.

Furthermore, if a student plagiarizes and/or cheats I am required to report it to the Committee on Academic Integrity. This Committee may then decide to suspend or expel the student.

WARNING: The book is an important resource for this course and you must use it to answer the questions. The information needed to answer the questions is contained in the readings and should be the basis for your critical analysis. You are expected to draw conclusions and make recommendations based on the information in the case and the concepts explained in the chapters. Do NOT use other sources unless you properly cite them.

If you copy and paste information from the internet and/or do not cite your sources your grade on the assignment is a **zero**. That is cheating and plagiarism. If you plagiarize a second assignment your course grade is an **F**.

Code of Conduct

This Code of Conduct highlights and supplements, but does not replace the Code of Conduct issued by Brooklyn College and/or The City University of New York (C.U.N.Y.). The goal of this code is to maximize the classroom experience for all. Your course grade is in part a function of your:

1. exam, project, and quiz results
2. level of participation
 - a. projecting a positive attitude
 - b. making intelligent and relevant remarks on discussion board
3. accurate completion and timely submission of assignments

There are other factors that can have a significant impact on your course grade and they include:

- Cheating / Plagiarism
 - **(phones, ipods, pda's, blackberry's, treo, and other devices are NOT allowed during any exam)**
- Disruptive Behavior
 - Rudeness
 - Disrespect
 - Lateness
 - Interrupting the lecture
- Frequent absence
- Signing the attendance sheet and leaving OR signing for someone else
- Failure to turn off electronic devices (cell, phones, pagers etc)

“The faculty and administration of Brooklyn College support **an environment free from cheating and plagiarism**. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at this site: <http://www.brooklyn.cuny.edu/bc/policies>. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member **MUST** report the violation.”

All students should read carefully and thoroughly the 2011-2012 Brooklyn College Bulletin, especially pp. 21-35 for a complete listing of academic regulations of the College.

http://www.brooklyn.cuny.edu/pub/documents/grad_bulletin_11.pdf

Penalties

Violation of this Code of Conduct and other rules of Brooklyn College and C.U.N.Y. can result in:

- Lowering your course grade one full letter per offense
- Receiving an F or failing grade for the course
- Being suspended or expelled from the college or university

❖ Disability-Related Accommodations

In order to receive disability-related academic accommodations students must first be registered with the Center for Student Disability Services. Students who have a documented disability or suspect they may have a disability are invited to set up an appointment with the Director of the Center for Student Disability Services, Ms. Valerie Stewart-Lovell at 718-951-5538. If you have already registered with the Center for Student Disability Services please provide your professor with the course accommodation form and discuss your specific accommodation with him/her.

❖ Absence for Religious Reasons

You are not required to attend a class meeting if it interferes with your religious observance. However, being absent does not excuse you from submitting or completing any assignments that are due. The state law regarding non-attendance because of religious beliefs can be found in the Brooklyn College Bulletin. http://www.brooklyn.cuny.edu/pub/documents/grad_bulletin_11.pdf

❖ Important Dates on the College Calendar

Friday, July 16 *First day of classes*

Tuesday, July 16 *Last day to add a course*

Wednesday, July 18 *Last day to file an Elective Pass/Fail Application*

Wednesday, July 18-23, Late-add period: To add a course, the instructor and department must approve on Late Add Form

Wednesday–Monday, July 18-23 Drop period Drop a course without a grade; online system is available

Monday, July 23 *Last day to drop a course without a grade*

Tuesday, June 24 *First day to apply for a withdrawal (W grade) from courses*

Monday, Aug 6 *Last day to apply for nonpenalty withdrawal (W grade) from courses*

Monday, Aug 20 *Graduate final classes/examinations*



❖ General

This is a graduate course. I developed a roadmap that will enable us to successfully cover the course materials. Late assignments will not be accepted. If you do not complete an assignment your grade for that assignment is a zero. The due dates are set to help you manage the workload and be successful in the course. I will not issue an **INC grade** since I do not believe that is in your best interest. Campus wide it has been found that almost always the student does not complete the work required by the college's deadline and the computer automatically turns the INC into an F. If necessary you can drop the course with a W grade.

However, I designed the course to be meaningful, but also manageable. I know that many of you work, have families, and are taking other courses. I am very confident that you will be able to meet the course requirements. **You can do it! Yes you can!** [Let me know what I can do to help you be successful.](#)

**** Your responses to each question must be detailed and demonstrate your understanding of the key concepts in the chapter. You must be able to demonstrate your ability to apply the chapter concepts to the case studies. If you use key terms in your response please define the terms and explain how they are applicable to the case. I know what the terms mean, but for you to get full credit you need to convince me that you know what the terms mean. :-)

Do not email me your case study analysis.
Post your assignments to BlackBoard.

Case Study Analysis

You must:

- + demonstrate your understanding of the chapter concepts
- + **explain the relevant concepts correctly**
- + apply the chapter concepts to the case, and
- + **include facts from the case to support your position**

*** Type your responses in WORD and save to your computer or flash drive so that you can review your case studies for the exam. Copy and paste your responses to the BlackBoard blog for the assignment by **10 pm** on the due date. Each assignment has a separate blog link. After the due date you will no longer be able to post to blackboard.

❖ Media Players

To make the course more interactive and interesting I also posted a short video for each case. For your convenience I posted two different file types for each video case.

VLC Media Player can play Flash (flv) and Mpeg 4 (mpg) video files.

Download free VLC Media Player at the link below

<http://www.videolan.org/vlc/>

Quick Time also can play Mpeg 4 (mpg) video files

<http://www.apple.com/quicktime/download/>

Windows Media Player can play Windows Media Video (wmv) files

Download free Windows Media Player at the link below

<http://www.microsoft.com/windows/windowsmedia/player/10/default.aspx>

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This will be a fun semester ! I am looking forward to being your coach !

- Name: Prof. Myles Bassell
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- Office Location: 216 Whitehead Hall
- Virtual Office Hours: 24/7 Email / Instant Message / **Text Message** / Phone
- Profile http://www.brooklyn.cuny.edu/pub/Faculty_Details5.jsp?faculty=379
- Teaching Portfolio <http://userhome.brooklyn.cuny.edu/bassell/teachingportfolio>
- Course Website www.mylesbassell.com



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