

BADM 402/602: Financial Markets Seminar
Winthrop University
College of Business Administration

Instructors:

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Course Objectives:

1. To identify the challenges of competing in the financial marketplace
2. To gain an understanding of the formation and maintenance of relationships with customers, distribution channels, competition, communication agencies and regulatory bodies in the various financial markets
3. To increase the students' understanding of how financial markets operate and how they impact businesses and business practices

Course Format and Content

This course will cover issues outlined in the objectives through site visits, discussions during the trip, completing assigned readings prior to the trip, and finishing the course project. Student participation in all visits and lectures is **mandatory** and will be part of the grade for the course. Additional readings will be necessary for the completion of the course project.

Required readings: Course packet

Grading will be based on the following components:

1. **Participation in all site visits and lectures during the trip:** Meaningful participation requires attendance at each scheduled visit and lecture, as well as asking relevant questions. A grading rubric will be used to assess your level of participation and will be provided to you at one the final mandatory meeting.
2. **Report and Presentations:** Graduate students must complete a one to two page report on select firms that we will be visiting while in New York. Students are also required to provide a five to ten minute presentation on their respected firms. The report presentation dates will be announced in the Spring semester.

- 3 **Bloomberg Market Concept:** Bloomberg Market Concepts (BMC) is an 8-hour self-paced e-learning course that introduces the financial markets. BMC consists of four modules- Economics, Currencies, Fixed Income and Equities woven together from Bloomberg data, news, analytics and television. The BMC will take approximately eight hours to complete. Upon completion, you will receive a certificate. In order to get credit, you must score above 70 in each section. Successful course completion is required three weeks prior to the trip departure date. Winthrop has 12 Bloomberg terminals that are shared by many students. Therefore, it is important that you give yourself sufficient time to complete each module. Students will be able to access the BMC modules, by searching <BMC GO> on the terminals. The course code is **BADM402602**.

Additional Sources for Project Information: You may obtain information for the project from a number of sources in addition to the course packet - the library and the Internet provide a wealth of information. Be sure to cite any sources that you use in an appropriate manner.

Attendance: You are expected to **punctually attend all events** during the trip. Failure to attend events will result in grade reduction.

Grading Components: Your final grade will be based on the components described above, and will be distributed as follows:

	UG	Grad
Participation in site visits, lectures and/or seminars (Participation includes asking questions and being a part of discussions on professional visits)	60%	40%
Report/Presentation (graduate students only)		20%
Bloomberg Market Concept	40%	40%

Date	Lecture/Seminar
TBD Thurmond 415	Academic Meeting Course Outline & Logistics Bloomberg Market Concept
TBD Thurmond 415	What to Take & How to Pack Presentations on Mini-Research Projects BMC Progress Report Due