

NUMBERS AND MONEY IN MOVIES

A number by itself has no significance and only deserves the designation of number by virtue of its being a member of a group of objects with some shared characteristics. - Albert Einstein

COURSE TITLE & NUMBER: NUMBERS AND MONEY IN MOVIES - FSP 111-09

COURSE WEB SITE: CANVAS (TCNJ.INSTRUCTURE.COM)

COURSE DATES: Aug 27, 2013 - Dec 6, 2013

PROFESSOR: SEUNG HEE CHOI, PH.D.

OFFICE ADDRESS: BB 317

EMAIL ADDRESS: CHOI@TCNJ.EDU

CLASS MEETING TIME: Monday & Thursday, 2:00 pm - 3:50 pm

CLASSROOM: Business Bldg 206

OFFICE HOURS: MONDAYS 8:50 AM - 9:50 AM (OR BY APPOINTMENT)

I. Course Description

This seminar provides an overview of history of money and its application in the financial practice. We also explore a number of historical events where human beings were intentionally mismanaging money and misrepresenting numerical figures to the society as well as the market. We will use *books* and *movies* to discuss;

- What “money” is and its brief history
- Benefits of monetary system in the financial world and its social/economic impacts
- Risks of monetary system in the financial world and its social/economic impacts
- Cases of manipulation of numerical representations in the financial market
- The relation between money and the dark side of human nature.

Other Information: TCNJ FSP

II. Course Purpose & Learning Goals

This class will not specifically go over particular theories such as agency theory. Instead this class will encourage students to start thinking about those benefits and risks of using/reading/understanding numbers and money in the financial market as well as in our society.

This class is designed to encourage students;

- (1) To develop interests in utility of numbers and its application in money
- (2) To acknowledge the bright and dark sides of money
- (3) To build relevant mind-set to understand the human dimensions of disciplines such as financial ethics
- (4) To understand there is no one-fits-all answer in the financial practice.

We will use books and movies as main references to go over

- (1) Utility of numbers
- (2) Brief history of money
- (3) Benefits & risks of money and its system
- (4) Ethics in money business.

The reading list, assignments, and course outline were constructed to help achieve the academic learning goals of an FSP at TCNJ, which include fostering intellectual curiosity; improving the ability to think critically about the world, one's culture, and one's own beliefs; introducing a breadth of knowledge that goes beyond one's immediate professional or academic field; and introducing college-level assignments and expectations in terms of writing, reading, research, and oral presentations.

Readings are drawn from *two required books* and additional readings that I will provide in class or via CANVAS. Assigning a particular reading does not necessarily mean that I agree with the views expressed. I selected readings to inform and stimulate discussion and debate.

Presentations are also drawn from *two required books* and additional readings/movies that I will assign in class or via CANVAS. This course will require students to learn to make professional presentations. I will provide feedback on your presentation skills and materials. Students will be encouraged to have full ownership as well as responsibility over their presentations.

Finally, this course is a **Writing Intensive Course**, one of at least three you will take while at TCNJ. The ability to write clearly and persuasively is one of most important skills you can develop in college. In this course, I will give you feedback on your stylistic and technical writing competency. Most excellent writing is not the product of natural talent, but hard work. Becoming a better writer will require persistent effort and should remain a goal throughout your college career and beyond. This course aims to provide a start to your development as an effective writer.

III. Course Texts and Materials:

Course Web Site: CANVAS (tcnj.instructure.com)

Required Books:

- Niall Ferguson (2008); *The Ascent of Money: A Financial History of the World*; Penguin (Main Textbook)
- Bryan Burrough & John Helyar (2009); *Barbarians at the Gate: The Fall of RJR Nabisco*; Harper Business Essentials

Newspapers – WSJ, FT, Economist

Suggested Books:

- Bethany McLean & Peter Elkind (2004); *The Smartest Guys in the Room: The Amazing Rise and Scandalous Fall of Enron*
- Michael Lewis (2004); *Moneyball: The Art of Winning an Unfair Game*

We will also use the following movie clips:

- Enron: The Smartest Guys in the Room (2005)
- Inside Job (2010)
- Moneyball (2011)
- Too Big to Fail (2011)

IV. Course Schedule:

Week	Date	Topic / Note
1	Aug. 29	Thursday Course Overview
2	Sept. 3	Tuesday* Too Big to Fail**
	5	Thursday <u>The origins of credit and debt</u> Market Capitalism 1: Dreams of Avarice – Presentation
3	9	Monday Market Capitalism 1: Dreams of Avarice – Presentation
	12	Thursday Market Capitalism 1: Dreams of Avarice – Screening***
		<u>The masters of the universe</u>
4	16	Monday Market Capitalism 2: Of Homan Bondage – Presentation
	19	Thursday Market Capitalism 2: Of Homan Bondage – Presentation
5	23	Monday Market Capitalism 2: Of Homan Bondage – Screening***
		<u>Bubbles and Busts</u>
	26	Thursday Market Capitalism 3: Blowing Bubbles – Presentation
6	30	Monday Market Capitalism 3: Blowing Bubbles – Presentation
	Oct. 3	Thursday Market Capitalism 3: Blowing Bubbles – Screening***
		<u>Risky business</u>
7	7	Monday Market Capitalism 4: The Return of Risk – Presentation
	10	Thursday Market Capitalism 4: The Return of Risk – Presentation
8	14	Monday Market Capitalism 4: The Return of Risk – Screening***
		<u>Give assets to the people</u>
	17	Thursday Market Capitalism 5: Safe as Houses – Presentation
9	21	Monday Market Capitalism 5: Safe as Houses – Presentation
	24	Thursday Market Capitalism 5: Safe as Houses – Screening***
10	28	<i>Monday</i> <i>Mid-semester Break, No class</i>
		<u>The globalization of the Western economy</u>
	31	Thursday Market Capitalism 6: From Empire to Chimerica – Presentation
11	Nov. 4	Monday Market Capitalism 6: From Empire to Chimerica – Presentation
	7	Thursday Market Capitalism 6: From Empire to Chimerica – Screening***
		<u>Does History Repeat?</u>
12	11	Monday Market Ethics: Enron: The Smartest Guys in the Room**
	14	Thursday Presentation Prep 1
13	18	Monday Presentation Prep 2

	21	Thursday	Market Ethics: Inside Job (2010) **
14	25	Monday	<u>A Movie to Enjoy</u> The Beauty of Numbers: Moneyball (2011)
	28	Thursday	Thanksgiving Break
15	Dec. 2	Monday	Economic Crisis in 1930s – Final Presentation
	5	Thursday	Economic Crisis in 2008 – Final Presentation
16	TBA		Final Paper/Presentation Review

* Follow Monday Schedule

** Reaction Paper Due – Dec. 7th, 2013

*** Short Summary Notes (Bullet Points and/or Memos) Due – Following Saturday

V. Communications:

Office hours are provided above. In addition, extra office hours will be held by appointment. Please feel free to email me at any time with your class code/name (i.e. FSP111-09) on the subject line. I will **frequently** use e-mail/Canvas announcement to communicate relevant information concerning the course, so you should check your TCNJ e-mail account/Canvas announcement regularly. I can/will only correspond with official TCNJ e-mail addresses and will not read or respond to e-mails from non- TCNJ accounts (e.g., yahoo, gmail, etc.).

VI. Classroom Conduct and Attendance:

Students are expected and encouraged to attend all classes, read appropriate material, and attempt all homework on time. Students are required to show respect to myself and their classmates by exhibiting appropriate behavior. Inappropriate behavior, such as: excessive talking, disrupting lectures, **cell phone usage, internet usage** etc. will **not** be tolerated. Students who fail to exhibit appropriate behavior will be **removed** from class and **not allowed to return**.

Students are responsible for awareness of the Code of Conduct, online at:

<http://business.pages.tcnj.edu/our-philosophy/code-of-conduct/>

VII. Course Requirement & Grading:

Class Participation

In class, you will be expected to participate by asking questions, offering ideas and insights and engaging in discussion and a reasoned, fair argument. This involves introducing your own ideas as well as responding thoughtfully to comments that I and your fellow students offer. To get the most out of this course, you need to share your thoughts in an open-Minded yet skeptical manner.

In addition to attendance, your class participation will be graded based on these factors:

- Preparation.
- Interest and Engagement with the Material.
- Imagination and Insight – Do you offer interesting ideas, arguments, contentions?
- Fairness – Do you give the ideas, questions and arguments of others a fair hearing? Do you really listen to what others are saying? Are you willing to provide others the opportunity to disagree with you? Are you comfortable with disagreement?
- Reasoning – We will spend time on logical and argumentation errors throughout the semester.

Six Short Summary Notes/Memos***

To ensure that everyone thoughtfully engages in the assigned reading and writing, you will be asked to write six 1-page short summary papers after reading each Chapter. You may use bullet points, if necessary. These six summary notes will become useful as to finalize your final paper. A grading rubric will be made available on CANVAS.

- **1st Notes Due: Sept. 14th, 2013**
- **2nd Notes Due: Sept. 28th, 2013**
- **3rd Notes Due: Oct. 5th, 2013**
- **4th Notes Due: Oct. 19th, 2013**
- **5th Notes Due: Oct. 26th, 2013**
- **6th Notes Due: Nov. 9th, 2013**

Four to Five Small Presentations & One Final Group Presentations

You will be asked to provide the class with four to five **small presentations (15-20 minute)** on a topic that we cover in class and one **final 25-30 minute group presentations**. Presenters must prepare PowerPoint (PPT) material for the class. Use a handout format 6-side per page. A grading rubric will be provided on Canvas.

Two Reaction Papers on Movies**

You will write TWO papers based on TWO movies out of three assigned movies; TWO **4 to 5-page** papers. When writing these papers, you will want to draw on the ideas from the movies and your outside research to support your assertions with sound arguments. For each of the two papers, you are welcome to visit me during office hours to show me a draft. Our discussion will be designed to provide you with some helpful guidance, but not, of course, to do the work for you. I will offer some ideas and suggestions; you will try to turn those ideas into an improved paper. A grading rubric will be made available on CANVAS.

- **Due date for “Too Big to Fall”; Dec. 7th, 2013**
- **Due date for “Enron: The Smartest Guys in the Room”; Dec. 7th, 2013**
- **Due date for “Inside Job”; Dec. 7th, 2013**

One 15-page Book Report

Due Date: December 10, 2013

Books

- Niall Ferguson (2008); *The Ascent of Money: A Financial History of the World*; Penguin
- Bryan Burrough & John Helyar (2009); *Barbarians at the Gate: The Fall of RJR Nabisco*; Harper Business Essentials

You are welcome to visit me during office hours to show me a draft. Our discussion will be designed to provide you with some helpful guidance, but not, of course, to do the work for you. I will offer some ideas

and suggestions; you will try to turn those ideas into an improved paper. A grading rubric will be made available on CANVAS. More detailed information will be provided after Week 2.

The grade for this course will be determined as follows.

<u>Assignment</u>	<u>Percentage</u>
Six Short Summary Notes (average)	15%
Four-Five Small Presentations (average)	20%
Two Reaction Papers (average)	20%
15-page Book Report	20%
Group Presentation	20%
Attendance	5%

93-100 %	A
90-93 %	A-
87-90 %	B+
83-87 %	B
80-83 %	B-
77-80 %	C+
73-77 %	C
70-73 %	C-
60-70 %	D+/D
Below 60%	F

Additional Grading Policies

Class Attendance – Attending class is essential for success in this course because our discussions and writing exercises will build upon what is introduced in the readings in many ways. Whether or not you are in class on a given day, you will be responsible for all material that is introduced and discussed. Being late or absent will affect your class participation grade.

Formatting Papers – For readable and professional papers, use black ink on white paper, 1” margins on all sides, and a common font (e.g., Times New Roman or Arial, ~12 point size). Double-space all text. Include a title page (i.e. On the cover page, type your name, the date and a title for your paper)

Due Dates – All due dates are firm. For each day that an assignment is late, your grade will be reduced by 5 percentage points. For example, if your paper is two days late, a paper otherwise worthy of 94 points will receive 84 points.

Final Exam Policy – Students are responsible for being present for all exams as scheduled by the college. TCNJ’s final examination policy is available on the web:

<http://www.tcnj.edu/~academic/policy/finalevaluations.htm>

NOTE: Cheating on any assignment may result in an ‘F’ for the course and the incident reported to the College. Any questions regarding your grade must be communicated to me in writing **within one** week after a grade is returned. You are responsible for keeping copies of quizzes/exams.

TCNJ SERVICES

Online Writing Lab: an online writing help system provided by Humanities & Social Sciences Tutoring Services. You can ask questions and have them answered by a certified writing tutor and gain access to some of the best writing resources available on the web. For more information, visit: <http://www.tcnj.edu/~tutoring/humanities/owl.html>

TCNJ Library: *hours are posted shortly before summer term begins*

Instructional Technology Services: a multi-purpose facility designed to assist students and faculty in developing instructional media and other course-related presentational materials. ITS is located in the lower level of the library. Summer hours: Monday through Friday from 8:30am to 5:00pm.

SELECTED TCNJ POLICIES

Writing Policy

School of Business Writing Policy: Because writing is a fundamental business skill, your grade for each assignment will reflect, among other things, your ability to write, even for assignments with minimum writing. Feedback on your writing will be provided as deemed necessary and, if your writing needs improvement, you should seek help from the Writing Center at (<http://tutoringcenter.pages.tcnj.edu/humanities/writers-place/>), from someone who writes well, or some other writing source. The responsibility to write well is yours. My responsibility is to hold you accountable for how well you write. Poor writing will be reflected in your final grade

Attendance/Absence Policy

Attendance Policy: Except in the case of a TCNJ authorized absence or documented personal emergency, faculty are encouraged NOT to make individual exceptions to course assignment due dates and exams. Our work is no less coordinated or time-sensitive than many tasks encountered in the workplace and meeting deadlines and obligations is simply one more step in preparation for a business career.

TCNJ's Absence Policy: <http://policies.tcnj.edu/policies/viewPolicy.php?docId=7942>

Code of Conduct

Students are responsible for awareness of the Code of Conduct, online at: <http://business.pages.tcnj.edu/our-philosophy/code-of-conduct/>

Academic Integrity

Students are responsible to know the Academic Integrity policy. Students may only represent work that is their own. Cheating on tests, failing to cite sources, or submitting someone else's work are just a few examples that may result in failing the entire course or dismissal from the college.

TCNJ's academic integrity policy is available on the web: <http://policies.tcnj.edu/policies/viewPolicy.php?docId=7642>.

Final Exam Policy

Students are responsible for being present for all exams as scheduled by the college.

TCNJ's final examination policy is available on the web: <http://policies.tcnj.edu/policies/viewPolicy.php?docId=6242>