FINC 360-01: Commercial Lending in the Beer Industry: An Interdisciplinary Travel Course
Mondays 7:00-9:45pm, Beatty 214, and Spring Break Study Abroad

Professor: Jocelyn Evans
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Office Hours: 6:00 – 8:00 am (optional); 10-12 am TTH, or by appointment

NOTE: It is your responsibility to read, understand and abide by all of the course information and policies listed below. Failure to do so could result in you failing this course or being withdrawn from this course by your instructor or by the Finance Department. The course syllabus provides a general plan for the course; deviations may be necessary.

IMPORTANT RULES, GUIDELINES AND OTHER INFORMATION

NOTE:
I apologize in advance for the official/legal tone of the rules and guidelines that follow. I do not wish to be impersonal, demeaning or harsh. These policies have evolved over many years and hopefully cover any and all questions that may arise concerning the administration of the class.

Catalog Description and Prerequisite:
An in-depth treatment of a current area of special concern or interest within the field of finance.
Junior standing or by permission from instructor

Course Overview
This course takes an innovative approach to learning that utilizes a travel study to integrate students in supply chain management and finance classes together to analyze a publicly traded firm’s logistics and supply chain processes. The highlight of the course is a trip to Europe that introduces students to managers in both logistics companies and financial institutions that provide support to companies such as Heineken that rely heavily on an efficient supply chain process. The article provides a blueprint to educators on how to incorporate the assignments, organize the trip, and integrate the two functional academic areas.

Innovative teaching in finance is essential for increasing student learning and preparing them for the work force (Buchanan and Gjerstad, 2017). FINC 360 is a semester long, interdisciplinary, study abroad course that requires students to financially analyze costs related to a publicly traded beer firm’s logistics and supply chain processes. The course requires finance and real estate majors to work with global logistics minors over an entire semester to complete a financial analysis of a publicly traded firm in the brewing industry that relies heavily on shipping transportation. The highlight of the course is a trip to Netherlands and Belgium that introduces students to several Port Authority financial and logistics managers in addition to executives at institutions that provide external financing to global companies such as Heineken that use ship transportation for the flow of goods.¹

¹ The study abroad course can be substituted with a local interdisciplinary experience that provides interaction with the corporate community.
The insight regarding the travel component is based on over twenty-five years of student participation in the Global Logistics and Transportation minor trip at the College of Charleston. Over this period more than 300 students have participated in the program. The course is a nine-day Finance Travel Study that will be conducted in conjunction with the Global Logistics Systems Management course during the 2019 Spring Break. The students will visit have several activities: (i) visit the largest ports in Europe, accounting, financial or real estate institutions that support the beer industry, (ii) talk to executives at Heineken and other craft beer makers, and (iii) visit several other business sites in The Netherlands and Belgium where company representatives provide overviews of European transport, logistics, and distribution issues. Time is also allotted for cultural activities and personal development.

A secondary benefit of the course is that students are able to participate in an Intermodal Transportation Professional Development class that is designed for supply chain and logistics professionals in South Carolina. Recognized leaders in the logistics and supply chain profession lecture on innovative technologies, recent industry concerns, and updates on the local waterfront and greater logistics industry. Although the School of Business charges professionals $895 for a weekly, three hour class each semester, the students in both areas are able to attend free of charge. The professional development course provides finance majors with practical knowledge and training that will complement their academic assignments.

Within the course, the instructor and guest lecturers integrate financial analysis application and knowledge on global logistics and transportation from the Intermodal Transportation Professional Development class to ensure that students meet the interdisciplinary learning goals. The course assignments consist of quizzes on subject matter in both areas, a written financial analysis of Heineken, and an oral presentation to industry professionals. Specific dates and assignments are due will be indicated in class.

Course Objectives
1. To provide an understanding of how a loan is graded from a supply chain and logistics credit perspective based upon financial statements and other information
2. To provide an in-depth review of credit analysis and loan documentation
3. To provide an understanding of the evaluation of collateral risk
4. Evaluate the legal and ethical issues surrounding the supply chain and logistics methods within the brewery industry.
5. The course provides a framework within which key supply chain and logistics financial decisions and risks relating to the brewery industry within the international environment are analyzed.
6. Understand different analytical techniques such as financial analysis and analysis of various different risks faced by brewery organizations are considered.

Course Learning Outcomes
1. Ability to forecast revenue and costs in a Brexit environment
2. Resource management and technology
3. Ability to analyze risk
4. Apply basic quantitative skills to global supply chain and logistics
5. Understand the concepts of corporate social responsibility and ethics

ii http://sb.cofc.edu/academics/professional-programs/glat/
School of Business Learning Goals

1. Communication Skills: students will demonstrate the ability to communicate, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

2. Quantitative Fluency: Students will demonstrate competency in logical reasoning and data analysis skills.

3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, and economic challenges at local, national and international bank organizations.

4. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems such as the role of credit underwriting in the recent financial crisis.

5. Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive risk management tasks.

Required Course Materials


Selected articles and cases

1. The Wall Street Journal
2. Business Calculator

Recommended Materials

1. Bloomberg Business Week
2. Fortune
3. Economist
4. American Banker
5. Financial Times
6. ABA Banking Journal
7. The RMA Journal
8. Forbes

The Wall Street Journal, Business Week, and Fortune can be obtained at reduced student rates by completing the subscription forms circulated in class. The current banking periodicals listed are available in the Addlestone Library.

STUDENT RESPONSIBILITY

ATTENDANCE:
Each student is expected to attend ALL scheduled class meetings for the entire duration of the class meeting. (See the note on academic honesty below). An absence from class for any reason (job conflict, illness, appearance in court, transportation problems, travel, athletic event, etc.),
even if permitted and/or excused by your instructor, will count as one of the class absences against the three-week equivalent cumulative limit specified above. *If a student is withdrawn for excessive absences, a final grade of WF will be assigned.* There will be no exceptions to this policy!!!

**ACADEMIC HONESTY:**
The College of Business Administration adheres strictly to the University’s policy on academic honesty as contained in the *Academic Regulations* section of the College of Charleston Honor Code in the Student Handbook. Any student found copying during exams or quizzes, signing someone else’s name to the attendance list, using stored formulas in programmable calculators, using non-authorized formula sheets or other notes during exams, collaborating on and/or copying the course project (including from students in prior classes), or the like will receive an F for the course and possibly be subject to additional University disciplinary action.

**Course Grading: Assessment**
The course grade will be determined on the basis of projects, case studies and class participation. The grading weights are provided below. Make-up exams are not normally allowed, but, where appropriate, it’s weight will be added to the final at the end of the semester. **You must notify me before a test begins to qualify for consideration regarding a make-up.** Contact me directly via my email. All exams will be problem-oriented and/or short-answer (key concept) in form. If you do not take a test, a score of 0 will be assigned.

<table>
<thead>
<tr>
<th>Grading</th>
<th>Total points possible</th>
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</thead>
<tbody>
<tr>
<td>Class Participation class/breweries</td>
<td>5%</td>
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<tr>
<td>Class Participation Amsterdam/Belgium</td>
<td>5%</td>
</tr>
<tr>
<td>Class Participation GLAT Speakers</td>
<td>5%</td>
</tr>
<tr>
<td>Beer Game Case Write Up</td>
<td>10%</td>
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<tr>
<td>Analysis of Research Articles</td>
<td>15%</td>
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<tr>
<td>Dutch Shipping Co. Paper</td>
<td>10%</td>
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<tr>
<td>Brexit Paper</td>
<td>10%</td>
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<tr>
<td>Industry Credit Analysis</td>
<td>10%</td>
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<tr>
<td>Heineken Credit and Strategic Analysis</td>
<td>30%</td>
</tr>
<tr>
<td>Total Points</td>
<td>100%</td>
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**Assignments & Class Participation**

Daily assignments will be made at the end of each class. Typical assignments include background readings and selected problems or a case. Regular participation is an integral part of this class. Each student is expected to contribute by answering questions and presenting data analysis in class. During each session students will be selected to respond to questions. It is expected that each student come to class prepared to participate in class discussion and present his or her analysis. Questions at the end of each chapter will be used as a basis for discussion.

* Students cannot earn ‘credit’ beyond what is available with the tests and quizzes. Be diligent in your preparation, class participation, and performance on the exams and quizzes. Bring a calculator and blue book with you to all tests.

**Course Outline: Bank Management**

A. **Part One: Introduction to Supply Chain Finance**
   1. What is a supply chain in the beer industry?
2. What are the different communication and transportation methods and technologies?
3. Production at factories, ship to warehouse for intermediate storage, then shipped to retailers or customers – the logistics network
4. Why is customs and the port an important part of the logistics network?
5. Continuous evolution of the supply chain and of the techniques to manage it effectively.
6. Reduce costs and improve service levels to increase profitability
7. Product must conform to customer requirements
8. Suppliers’ supplier and customers’ customer (a system’s approach)
9. Supply chain strategies should be aligned with the specific goals of the organization
10. Customer demand should be estimated as accurately as possible
11. Understanding the role of logistics in the brewery industry
12. Read for next class: (5 page analysis of each due on 2-4-19)


B. **MLK Day: No Class** 1-21-19

C. **Railroad Operations and Pricing Lecture (GLAT Tate 207)** 2-4-19
1. Read for next class: (5 page analysis of each due on 2-11-19)


D. **Reverly Brewery 10 Conway st., Charleston, SC 29403** 2-11-19
1. Read for next class: (5 page analysis of each due on 2-18-19)

2. **Dutch Shipping Co. Paper Due**

E. **The Perfect Storm in the Beer Industry** **Industry Credit Analysis Due** 2-18-19

F. **Managing Uncertainty and Risk** **2-25-19**
1. Read for next class: (5 page analysis of each due on 3-4-19)

G. **Demand Forecasting: Projecting Revenues, Costs and Profits**


H. **Beer Game Case Write Up Due**

Discussion and Presentations

3-11-19

I. **Amsterdam Trip**

3-18-19

J. **Munkle Brewing Co. 15133 Meeting Street**

3-25-19

K. **International Aspects of a Global Supply Chain**

4-1-19

**Brexit Paper Due**

L. **The Ship and the Shipment Lecture (GLAT Tate 207)**

4-8-19

M. **Ocean Carrier Operations & Pricing Lecture (GLAT Tate 207)**

4-15-19

N. **Heineken Final Paper Due**

4-22-19