

**BUS 296BHG 13460 JH1103 (9/10/16) and JH4117 (11/12/16) 09:00 AM-05:00PM**

**Prof. Michael Phillips** [profmike@profmike.com](mailto:profmike@profmike.com) Office: JH4101

**Class Website:** <https://www.boringfinance.com/classes/28> (you will need to create a free account on BoringFinance.com and then “add” the seminar to your profile)

*This seminar is an informative introduction to the world of frauds and scams, how they happen, and what to do about it. Students will become familiar with a wide range of frauds and scams found in business as well as day to day life. This seminar is only open to active members of the Business Honors Program.*

This seminar will meet in JH 1103 on 9/10/2016 and JH 4117 on 11/12/2016. The scheduled meeting times are from 9am to 5pm. There will be a short break for lunch.

The prerequisite for this class is active participation in the Business Honors Program. It is an interdisciplinary enrichment seminar that is appropriate for all Business Honors Program students of any level regardless of major.

There are two textbooks for this class. Each is a relatively inexpensive paperback and fairly straightforward reading:

Nofsinger, The Psychology of Investing (Pearson)

Marlock, How to Become a Professional Con Artist (Paladin Press)

These books are available from Amazon and other online booksellers. **Any edition of Nofsinger from the 2nd onward is acceptable if you look for a used copy.** You may find it advantageous to buy the books with some friends and share them. You'll have a few weeks to read them.

Your grade will be based on class participation--including timely attendance--and three PowerPoint presentations (and possible classroom presentations thereof). The university academic honesty policy will apply. Honors students don't cheat. Plagiarism etc. will result in maximum penalties.

Class participation will count for 40% of your grade. The three PowerPoint assignments will count for 20% each.

Letter grades will be assigned as follows:

(Points  $\geq 90$ ) = A, ( $90 > \text{points} \geq 80$ ) = B, ( $80 > \text{points} \geq 70$ ) = C, ( $\text{points} < 70$ ) = F. No “D” grades are given in this seminar.

For each assignment, you will be expected to turn in an executive summary (a memo regarding your findings that should be between 500 and 1500 words) as well as a PowerPoint presentation

describing your findings and analysis. Some of those will be arbitrarily selected for presentation during the 2nd class meeting. **All executive summaries (and corresponding PowerPoint presentations) must be turned in online before 8am on the last day of class.**

To contact me during the semester, please email me at [profmike@profmike.com](mailto:profmike@profmike.com) and please be sure to put "Honors Seminar" as the first part of the subject heading of the email.

The University Incomplete Policy applies. You must be passing the class before an incomplete may be assigned.

ASSIGNMENTS (For complete assignment description, see the class website.):

1. Compare and contrast the two textbooks, explaining how the Marlock book illustrates the principles and theories described in Nofsinger.
2. Analyze a fraud or scam that was perpetrated longer than 20 years ago. Use the principles in Marlock, Nofsinger, and other relevant class resources.
3. Analyze a fraud or scam that was perpetrated within the past 20 years. Use the principles in Marlock, Nofsinger, and other relevant class resources.

Each PowerPoint presentation should be approximately 10 minutes long and should include a meaningful executive summary. (The executive summary should be at least 100 words, but not longer than 10,000 words, in length.)

In November, you will be presenting at least one of your PowerPoint presentations, perhaps two, maybe even all three of them. Be prepared. It is anticipated that presentations will be randomly selected in such a way that each student has at least one presentation. The student order, and which assignment is presented, will likely determined using a "randomized list" to be created in class at the beginning of the 2<sup>nd</sup> class period.

Have fun! I hope you enjoy the class.

Remember, this is not a "how to do it" but rather a "how to avoid it" class on frauds and scams. You have been warned!

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Some useful websites:

<http://www.acfe.com/> the website of the Association of Certified Fraud Examiners

<https://www.fbi.gov/scams-and-safety/common-fraud-schemes>

<http://www.trustmeandgivemeyourmoney.com/> (the "More Information" link collection is an excellent set of resources to help with your continuing education, semester projects, and general amusement)