

BUAD 422: Applied Financial Concepts

Course Description:

The goal of the Applied Financial Concepts course is to expose **students interested in corporate finance and investment banking** to the practical application of financial theory and concepts through the **case method of instruction**. Key objectives are to develop the student's problem-solving ability and written and oral communication skills through the **quantitative and qualitative analysis** of actual business situations. The course utilizes cases from leading graduate business schools, as well as original cases written by "Case Sponsors," senior executive finance industry practitioners assisting with the course under the direction of Professor Crafford.

Students will gain facility at interpreting financial and business information, researching and seeking expert advice, working in groups, and synthesizing data into actionable decision-making. **Active student participation in case discussion and analysis is required**, and a meaningful portion of the student's evaluation is based on class participation. In addition, students, divided into small groups, will analyze and present a group case study of strategic financial alternatives of a public company late in the semester. This group case study will include both a written case analysis, as well as an oral group presentation.

Case discussions will be led by the Adjunct Professor and Case Sponsors, and students will be exposed to examples of business and financial problems a professional could encounter while working at different types of firms. In the past, cases covered investment banking, private equity, private wealth and corporate finance. Participants in the course will have the **opportunity to interact with business executives** who are active in different areas of the financial services industry while receiving practical, real-time feedback about their case analysis. A collateral benefit of the course will be to the assist students in refining their career interests.

Prerequisites:

BUAD 323: Financial Management
BUAD 327: Corporate Valuation and Credit Analysis

Course Timing:

Spring 2024
Rolling application review is currently in progress

How to Apply:

Scan the QR code to the right OR use the following link to submit an application.

https://wmsas.qualtrics.com/jfe/form/SV_cG66ADmTNcJlwy



Raymond A. Mason
School of Business
WILLIAM & MARY

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FOR EXCELLENCE IN FINANCE

Former Student Testimonials

"Glenn Crafford's course is the most practical in the business school. You get to learn from real world practitioners, in a case study format, with very high quality peers. Building these real world skills are a competitive advantage as you enter the workforce and you will be missing out if you don't take this course. "

Daniel Barzach '13

<https://www.linkedin.com/in/daniel-barzach-b4a9801a/>

"AFC offers students a unique opportunity to learn some of the qualitative and technical nuances of a broad range of key fields in corporate finance. Both Mr. Crafford and his featured guest lecturers are experts and leaders in their fields, and the insight I gained from them has continued to serve me well for years after taking the course. I cannot recommend it more highly to anyone interested in a career in finance."

Arjun Kaul '18

<https://www.linkedin.com/in/arjun-kaul/>

"I strongly recommend that anyone interested in the practical applications of finance take Applied Financial Concepts. Mr. Crafford works to bring the real world into the classroom in a way that makes students better prepared for their careers in the short- and long-term. "

Harrison Roday '13

<https://www.linkedin.com/in/harrisonroday/>

"Taking Glenn Crafford's course is a game-changer if you're pursuing a finance career. It not only demystifies roles like Investment Banking and Private Wealth Management but also introduces you to alumni who can facilitate your job hunt. The case study approach gives you a practical, real-world experience."

Lainy Painter Singh '14

<https://www.linkedin.com/in/elena-painter-singh/>



Guest Executives Anticipated for Spring 2024

**Individuals mentioned not guaranteed for the Spring 2024 course*

Karim Ahamed '79, Partner, Cerity Partners

<https://www.linkedin.com/in/karim-ahamed-075ba810/>

Niles Chura '91, President and CEO, Tetto 5G

<https://www.linkedin.com/in/niles-chura-0aa9804/>

Mike Cummings '93, Risk Program Leader, Wells Fargo

<https://www.linkedin.com/in/mike-cummings-aa041495/>

Arjun Kaul '18, Investment Banking Associate, J. P. Morgan

<https://www.linkedin.com/in/arjun-kaul/>

Course Instructor

Glenn Crafford, Adjunct Professor



Glenn Crafford is an alumnus of William & Mary, graduating in the class of '77 as an Accounting major. During his time at William & Mary, Crafford competed as a Division I athlete on the Track & Field team. Upon graduation, Mr. Crafford began his career as a CPA at Coopers & Lybrand. After earning his MBA from The Darden School of Business at the University of Virginia in 1982, Crafford moved into the investment banking industry, working in the investment banking division at Dean Witter Reynolds. In 1985, he was a founding member and shareholder of Peers & Co. He moved to James D. Wolfensohn in 1994 and stayed with the firm through acquisitions by Bankers Trust and later, in 1996, Deutsche Bank where he was a Senior Managing Director in the Mergers and Acquisitions Group responsible for several lines of advisory work within the M&A group until his retirement in 2009. While at DB, he led a highly successful analyst recruiting effort for William & Mary students. Mr. Crafford won the Howard J. Busbee Finance Academy Award in 2006.

Mr. Crafford conceptualized and introduced Applied Financial Concepts in 2011. He received the 2012 Daniel Lewis Service Award in recognition of his work for the betterment of William & Mary. He previously served as Treasurer and Vice President of the William & Mary Alumni Association, and was previously a member of the William & Mary Athletic Educational Foundation Board. He currently serves as Treasurer and Board Member of Backtrack, Inc., an alumni organization dedicated to the support of the Track and Field program at the College.



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