Texas A & M University-Commerce  
College of Business and Entrepreneurship  
Department of Accounting  
Syllabus – SPRING 2013  
ACCT 577-01W  
CRN: #21691

Course: Investment Planning  
Instructor: Dr. Joseph Krupka, CPA/PFS CGMA  
Telephone: (732) 439-0600  
Email: joseph.krupka@tamuc.edu  
Office Hours: 24/7 in the Virtual Office or by e-mail. Please direct all course related questions to the Virtual Office Discussion Board. If you send an e-mail, please put “ACCT 577” in the subject line so that it will get directed to the proper mail folder. I will attempt to address that question from Monday through Friday within 24 hours. If you do not get a response within the 24 hour time period, please call me.  

COURSE DESCRIPTION: 
To achieve an understanding of general investment principles and how they apply to the financial planning profession. We will cover the different types of investment vehicles and advanced portfolio management within a risk environment. In addition, we will expound on the implications of taxation as they apply to specific investment strategies and theories.
Course Embedded Assessment Objectives:
1. Demonstrate knowledge of the principles and concepts of the investment process.
2. Demonstrate competency understanding the principles and concepts of investment vehicles.
3. Demonstrate competency comprehending, interpreting, and utilizing investment and portfolio management.

Intellectual Development:
This course will strive to provide an academically rigorous and intellectually challenging environment which stimulates personal growth, creative and critical thinking, and the highest standards of professional and ethical conduct.
In addition to developing technical expertise in the course subject matter, this course:
- develops and fosters communication skills, both written and oral
- enhances critical thinking
- challenges decision-making
- promotes intellectual curiosity and lifelong learning.

Weekly Webinar:
On-line webinars will be scheduled for each Tuesday from approximately 8:00-9:00 PM (Central time), I will meet with the class in ClassLive within our eCollege course. Try to attend about 10 minutes early to run a sound check for your microphone and headset. During these sessions, I will be available for live chat as we will discuss the major topics of the chapter and/or the assignment scheduled for that week. Attendance to these webinars is optional and they will be recorded for later viewing at your convenience if you cannot attend. If no one joins after 15 minutes, I will log off. Questions can be emailed to me or posted on the online forum. Posting is the preferred method so that other students may join in answering questions.

eCollege Online Support for Questions:
Virtual Office: You should post all questions pertaining to the course to the Virtual Office. This will allow everyone in the course to answer each other’s questions and to have access to all questions and any posted answers. Many of you will have the same questions and this will reduce the number of times that the same answer will have to be given. You should always check the Virtual Office postings to see if your question has already been asked and answered before you post a question.

Groups: The discussion board may be used by individual groups for private communication between their members. Any group of students may request that a group be formed by the professor to enable them to have a private discussion. Each member should do their own work and use the group for help, support, and feedback. Just send me an e-mail telling me that a group has been formed with the individual names of the members and I will create an online group for your private discussions.

E-Mail: E-mail is appropriate for personal questions related to your grade, etc. **PLEASE DO NOT use it for course related questions that may be of interest to others.**
Additional Materials:
- Computer. High speed internet connection is suggested and recommended (Broad band will make submitting large files easier). Students will search various databases to gather information. Some databases or sources may charge access fees.
- Storage device for saving exercises and projects.
- Headset with a microphone is recommended if you plan to actively participate in the optional ClassLive meetings.
- Webcam optional.
- Microsoft windows environment and a recent version of Microsoft Internet Explorer are optimal. The course will also work in Macintosh OS X, along with a recent version of Safari. A recent version of the Firefox browser on both Windows and Mac operating systems is also supported. You should perform a “Browser Test” prior to the start of the course. Login to eCollege, click on the ‘My Courses’ tab, and then select the “Browser Test” link under Support Services.
- Financial Calculator (Required). Any type is acceptable- such as the HP-10BII or TI BA-II Plus.

STUDENT RESPONSIBILITIES
Learning is every student’s responsibility. My role is to facilitate and support your learning process. To accomplish the learning process you are required to:
- Check eCollege frequently for announcements and other information.
- Read assigned material listed on the course schedule.
- Actively participate in the class.
- Complete and submit assignments on time via CengageNOW.
- Contact me about any questions or issues when they arise. It’s much easier to help and work out a solution early-on, than later when it may be too late.

I expect you to adhere to all rules and standards set forth in this syllabus. I reserve the right to modify or change this syllabus at any time. I expect you to adhere to the academic honesty standards promulgated by Texas A & M University-Commerce. There are no acceptable reasons for violating any of the stated rules and conduct standards published by the university or contained in this syllabus.

Below you will find the rubric for this course:
## ACCT 577-01W  Investment Planning Rubric

<table>
<thead>
<tr>
<th>Criteria (Course Objectives)</th>
<th>1 (Unsatisfactory)</th>
<th>2 (Emerging)</th>
<th>3 (Proficient)</th>
<th>4 (Exemplary)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate knowledge of the principles and concepts of the investment process.</td>
<td>Student cannot demonstrate knowledge of the principles and concepts of the investment process.</td>
<td>Student demonstrates knowledge of the principles and concepts of the investment process but has difficulty using these concepts in an unstructured situation.</td>
<td>Student demonstrates knowledge of the principles and concepts of the investment process and shows progress in relating the principles and concepts to an unfamiliar situation.</td>
<td>Student demonstrates knowledge of the principles and concepts of the investment process and is able to use the principles and concepts to solve unstructured issues.</td>
</tr>
<tr>
<td>Demonstrate competency understanding the principles and concepts of investment vehicles.</td>
<td>Student is not able to demonstrate competency in understanding the principles and concepts of investment vehicles.</td>
<td>Student demonstrates some competency in understanding the principles and concepts of investment vehicles.</td>
<td>Student demonstrates above average competency in understanding the principles and concepts of investment vehicles.</td>
<td>Student demonstrates excellent competency in understanding the principles and concepts of investment vehicles.</td>
</tr>
<tr>
<td>Demonstrate competency, comprehending, interpreting, and utilizing investment and portfolio management.</td>
<td>Student demonstrates no clear ability in comprehending, interpreting and utilizing investment and portfolio management.</td>
<td>Student demonstrates some ability to comprehend, interpret and utilize investment and portfolio management.</td>
<td>Student demonstrates above average ability to comprehend, interpret and utilize investment and portfolio management.</td>
<td>Student demonstrates excellent ability to comprehend, interpret and utilize investment and portfolio management.</td>
</tr>
</tbody>
</table>
COURSE EVALUATION

The final course grade will be based on the following items:

GRADING SCALE:

<table>
<thead>
<tr>
<th>GRADE</th>
<th>POINTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>360-400</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>320-359</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>280-319</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>240-279</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>0-239</td>
<td>0-59</td>
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</tbody>
</table>

GRADE WEIGHTS:

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINTS</th>
<th>PERCENTAGE</th>
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</thead>
<tbody>
<tr>
<td>Discussion Board Postings</td>
<td>20</td>
<td>5 %</td>
</tr>
<tr>
<td>GHW Assignments</td>
<td>140</td>
<td>35%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>120</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>120</td>
<td>30%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>400</td>
<td>100%</td>
</tr>
</tbody>
</table>

Discussion Board Postings:
Your participation grade will be assessed by your activity in the Discussion Board Postings. I expect you to read all assigned weekly chapters. Students are expected to contribute productively to class activities by joining in the discussion.

Required Discussion Board Postings for this course is a minimum of 5 quality Discussion Board Postings.

A rubric follows that will be used in the grading process for the discussion questions.
<table>
<thead>
<tr>
<th>Contribution to the Class</th>
<th>5 (Excellent)</th>
<th>4 (Competent)</th>
<th>3 (Satisfactory)</th>
<th>2 (Unsatisfactory)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Required number of postings met and posting is insightful, thorough, and interesting.</td>
<td>Required number of postings met, and posting is thorough and interesting.</td>
<td>Required number of posting met, posting is interesting but lacks depth.</td>
<td>Required number of postings met, uninteresting and not thorough.</td>
</tr>
<tr>
<td>Inspires Reply Postings</td>
<td>A serious effort is made to frame the posting to encourage reply. The posting should generate questions and open avenues for discussion.</td>
<td>A serious effort is made to frame the posting to encourage reply.</td>
<td>Some effort is made to frame the posting to encourage reply.</td>
<td>No effort is made to frame the posting to encourage reply.</td>
</tr>
<tr>
<td>Demonstrates Understanding of the Reading</td>
<td>Posting demonstrates thorough understanding of the reading assignment and is substantiated with examples.</td>
<td>Posting demonstrates understanding of the reading assignment.</td>
<td>Posting demonstrates some understanding of the reading assignment.</td>
<td>Posting does not demonstrate an understanding of the reading assignment.</td>
</tr>
<tr>
<td>Grammar and Mechanics</td>
<td>Posting does not contain grammar or spelling errors.</td>
<td>Posting contains 1 grammar or spelling error.</td>
<td>Posting contains 2 grammar or spelling errors.</td>
<td>Posting contains more than 2 grammar or spelling errors.</td>
</tr>
</tbody>
</table>
Graded Homework Assignments (GHW):
You will submit GHW assignments using CengageNOW (see the student Registration
Information below). All GHW will be due Sunday at 9 PM (Central Time) of the assignment
week. If you have difficulty with one of the GHW assignments, I suggest that you go back and reread
that portion of the chapter. The assignment schedule should be followed diligently.
No Late GHW will be accepted.

Rubric used in grading Graded Homework Assignments (GHW)

<table>
<thead>
<tr>
<th></th>
<th>5 (Excellent)</th>
<th>4 (Competent)</th>
<th>3 (Satisfactory)</th>
<th>2 (Unsatisfactory)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct GHW Responses</td>
<td></td>
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<tr>
<td>Support method of achieving solution</td>
<td></td>
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<tr>
<td>Demonstrate understanding of concepts</td>
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<tr>
<td>Effective analysis</td>
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<tr>
<td>Creativity and Originality</td>
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Exams:
There will be TWO exams using CengageNOW (see the Student Registration Information
below). You are responsible for information from class discussion, required readings, and
homework. No makeup exams will be given unless it is a University allowed excused absence.
For an excused absence, the make-up exam will be administered prior to the scheduled exam. If
you need to miss an exam for an excused absence let me know IN ADVANCE so we can make
arrangements. Anyone missing both exams will automatically fail the class.

STUDENT RESOURCES
Occasionally students will need to perform research using various Websites in order to augment
the text material, clarify misconceptions, and update information based on tax law changes.
Some suggested websites to be used are:

MarketWatch                                      http://www.marketwatch.com/
Internal Revenue Service                         www.irs.gov
CFP Board                                         http://www.cfp.net/
The Financial Planning Association                http://www.fpanet.org/
National Association of Personal Financial Advisors http://www.napfa.org/
FINRA                                             www.finra.org
Dow Jones Averages                                 www.djaverages.com
Morningstar                                       www.morningstar.com
Bloomberg                                         www.bloomberg.com
National Association of REITs                     www.reit.com
Investment News                                   http://www.investmentnews.com
Supplementary Reading:
Wall Street Journal
Financial Counseling and Planning
Financial Planning
Financial Services Review
Investment Advisor
Journal of Financial Planning
Journal of Financial Services Professionals
Journal of Personal Finance
USA Today – Money Section

E-MAIL POLICY
All students must use their MyLeo accounts when corresponding with professors. Please
include the course number in the subject line of the e-mail message. Any e-mail which does
not conform to these guidelines will not be read or responded to by the professor. If you do
not have a computer, the business computer laboratory is located in BA345 and a computer
laboratory is available in the library.

POP-UPS
Explorer blocks pop-ups. You need to disable the pop-up blocker to the online learning sites to
avoid this problem. To temporarily turn off or disable the pop-up blocker, go to tools and select
the off on the pop-up blocker settings. The off selection turns off the pop-up blocker until the
browser is closed or you can choose to select a setting that allows the pop-ups to be turned off
permanently for a specific website.

TECHNICAL SUPPORT
Please complete the student tutorial on using e-College. E-College provides help. The help
button is located on the top right of the screen to provide information while you are working in e-
College. If at any time you experience technical problems such as not being able to log into the
course, please contact the e-College HelpDesk. The HelpDesk is available 24 hours a day, seven
days a week. You can access the HelpDesk by sending an e-mail to helpdesk@online.tamuc.org
or by calling 1-866-656-5511.

POLICY FOR DROPPING CLASS
If the student finds that he/she needs to drop the class it is the student’s responsibility to drop the
class. I will not drop you from the class. Students, who because of circumstances beyond their
control are unable to attend classes during the last three weeks preceding finals, can request an
“X” in the class if they are maintaining a grade of “C” or above. It is up to the instructor’s
discretion whether this will be approved based on proof of death of an immediate family member
or a lengthy hospitalization of the student.

Other:
University policy will be followed in regards to withdrawals during the semester. It is the
student’s responsibility to conform with the university rules relating to dropping or withdrawing
from the course.
ADA POLICY

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

If you are registered with the office of Student Disability Resources and Services (SDRS) and will be needing accommodations this fall, please remember to contact our office for accommodation letters. It will be your responsibility to pick up the letters and deliver them to your instructor. Please remember accommodations are not retroactive, so they will start when you deliver the letter to your instructor.

- You must contact SDRS every semester that you are enrolled in order to receive accommodation letters.
- If you need alternate textbooks, you must first purchase the textbook and also fill out a request form through our office in order to receive a copy of the text in alternate format. Please note it does take time to get textbooks converted, so please submit request form at least 4 weeks in advance.
- If you are requesting an interpreter, you must contact the SDRS office 4-6 weeks prior to the date needed and also fill out a request form.
- In order to take exams/tests in SDRS you must sign up (stop by or email) at least five days in advance of the test date to reserve a space/time. You must also sign a testing agreement form which outlines all rules that must be followed when testing in SDRS.
- If you have been approved for a note taker, you must contact our office to set up an appointment. The procedure for note takers has changed and you will be using a note taker out of the class you need one. There is an informational/step by step packet for you as well as one you need to give to your note taker. If you have already met with a consultant in the SDRS department concerning this, please remember to submit student note taker service agreement form ASAP and also please remind your note taker to submit green form to SDRS in order to receive credit for services.
DISCIPLINE POLICY
“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct).

COMFORTABLE LEARNING ENVIRONMENT
The university, this department, and your instructor are all committed to maintaining an inoffensive, non-threatening learning environment for every student. Class members (including the instructor) are to treat each other politely both in word and deed. Offensive humor and aggressive personal advances are specifically forbidden. If you feel uncomfortable with a personal interaction, contact your instructor for help in solving the problem.

ACADEMIC HONESTY POLICY
The College of Business and Entrepreneurship at Texas A & M University-Commerce will strive to be recognized as a community with legal, ethical, and moral principles and to practice professionalism in all that we do. Failure to abide by these principles will result in sanctions up to and including dismissal. Five different types of activities that will bring sanctions are as follows:

- **Illegal activity** – Violation of any local, state, or federal laws that prohibit the offender from performance of his or her duty.
- **Dishonest Conduct**: Seeking or obtaining unfair advantage by stealing or receiving copies of tests or intentionally preventing others from completing their work. In addition, falsifying of records to enter or complete a program will also be considered dishonest conduct.
- **Cheating**: The unauthorized use of another’s work and reporting it as your own.
- **Plagiarism**: Using someone else’s ideas and not giving proper credit.
- **Collusion**: Acting with others to perpetrate any of the above actions regardless of personal gain.

**NOTE:** This syllabus is subject to change as needed to meet the objectives or administration of the course at the discretion of the Professor. It is not anticipated that there will be any substantive changes.
## Class Schedule & Assignments
### Investment Planning – ACCT 577-01W
#### Spring 2013

<table>
<thead>
<tr>
<th>WEEK</th>
<th>ASSIGNMENT</th>
<th>DUE DATE</th>
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</thead>
</table>
| **1** | Ch. 1 – An Introduction to Investments  
Reading Assignment # 1 | Sunday, January 20 |
|      | Discussion # 1 - Welcome | Sunday, January 20 |
| **2** | Ch. 2- Securities Markets  
Reading Assignment # 2 | Sunday, January 27 |
|      | Discussion # 2 | Sunday, January 27 |
|      | GHW # 1 - Chapter 1 & 2 | Sunday, January 27 |
| **3** | Ch. 4 – Financial Planning, Taxation, and the efficiency of Financial Markets  
Reading Assignment # 3 | Sunday, February 3 |
|      | Discussion # 3 | Sunday, February 3 |
|      | GHW # 2 – Chapter 4 | Sunday, February 3 |
| **4** | Ch. 5 – Risk and Portfolio Management  
Reading Assignment # 4 | Sunday, February 10 |
|      | Discussion # 4 | Sunday, February 10 |
| **5** | Ch. 6 – Investment Companies: Mutual Funds  
Reading Assignment # 5 | Sunday, February 17 |
|      | Discussion # 5 | Sunday, February 17 |
|      | GHW # 3 - Chapter 5 & 6 | Sunday, February 17 |
| **6** | Ch. 7 – Closed-end Investment Companies, Real Estate Investment Trusts (REITs), and Exchange-Traded Funds (ETFs)  
Reading Assignment # 6 | Sunday, February 24 |
|      | Discussion # 6 | Sunday, February 24 |
| **7** | Ch. 8 – Stock  
Reading Assignment # 7 | Sunday, March 3 |
|      | Discussion # 7 | Sunday, March 3 |
|      | GHW # 4 – Chapter 7 & 8 | Sunday, March 3 |
| **8** | MIDTERM EXAM  
Chapters 1-2, 4-8 | OPEN:  
Sat. March, 9th At 9 AM  
CLOSE:  
Sunday March 10 At 9 PM |
<table>
<thead>
<tr>
<th>WEEK</th>
<th>ASSIGNMENT</th>
<th>DUE DATE</th>
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</thead>
<tbody>
<tr>
<td>9</td>
<td>SPRING BREAK</td>
<td>Sunday, March 17</td>
</tr>
<tr>
<td>10</td>
<td>Ch. 10 – Investment Returns and Aggregate Measures of Stock Markets</td>
<td>Sunday, March 24</td>
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<tr>
<td></td>
<td>Reading Assignment # 8</td>
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<td></td>
<td>Discussion # 8</td>
<td>Sunday, March 24</td>
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<td></td>
<td>GHW # 5 - Chapter 10</td>
<td>Sunday, March 24</td>
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<tr>
<td>11</td>
<td>Ch. 12 – Behavioral Finance and Technical Analysis</td>
<td>MONDAY, April 1</td>
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<td></td>
<td>Reading Assignment # 9</td>
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<td></td>
<td>Discussion # 9</td>
<td>MONDAY, April 1</td>
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<td></td>
<td>GHW # 6 – Chapter 12</td>
<td>MONDAY, April 1</td>
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<tr>
<td>12</td>
<td>Ch. 13-The Bond Market</td>
<td>Sunday, April 7</td>
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<tr>
<td></td>
<td>Reading Assignment # 10</td>
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<tr>
<td></td>
<td>Discussion # 10</td>
<td>Sunday, April 7</td>
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<tr>
<td></td>
<td>GHW # 7 – Chapter 13</td>
<td>Sunday, April 7</td>
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<tr>
<td>13</td>
<td>Ch. 15- Government Securities</td>
<td>Sunday, April 14</td>
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<td>Ch. 16- Convertible Bonds and Convertible Preferred Stock</td>
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<tr>
<td></td>
<td>Reading Assignment # 11</td>
<td>Sunday, April 14</td>
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<tr>
<td></td>
<td>Discussion # 11</td>
<td>Sunday, April 14</td>
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<tr>
<td></td>
<td>GHW # 8- Chapter 15 &amp; 16</td>
<td>Sunday, April 14</td>
</tr>
<tr>
<td>14</td>
<td>Ch. 17 – An Introduction to Options</td>
<td>Sunday, April 21</td>
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<tr>
<td></td>
<td>Reading Assignment # 12</td>
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<tr>
<td></td>
<td>Discussion # 12</td>
<td>Sunday, April 21</td>
</tr>
<tr>
<td></td>
<td>GHW # 9 – Chapter 17</td>
<td>Sunday, April 21</td>
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<tr>
<td>15</td>
<td>Ch. 20- Investing and Portfolio Management in an Efficient Market Context</td>
<td>Sunday, April 28</td>
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<tr>
<td></td>
<td>Reading Assignment # 13</td>
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<tr>
<td></td>
<td>Discussion # 13</td>
<td>Sunday, April 28</td>
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<tr>
<td></td>
<td>GHW # 10 – Chapter 20</td>
<td>Sunday, April 28</td>
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<tr>
<td></td>
<td><strong>FINAL EXAM</strong></td>
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<tr>
<td></td>
<td>Chapters 10-13, 15-17, 20</td>
<td>OPEN: Sat. May 4&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td></td>
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<td>AT 9 AM</td>
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<td>CLOSE: Sunday May 5 AT 9 PM</td>
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</tbody>
</table>
Student Registration Information

Dear Student,

Welcome to CengageNOW at TEXAS A&M UNIVERSITY - COMMERCE!

Investment Planning (Course Key: E-TWQN4YKYPKGWT)
Please enroll in this course by utilizing the following steps.


Do you Already Have an Account? If so, Log in.

a. If you have purchased an access code, submit it in the Have Another Product to Register? box.
b. If you have not purchased an access code, in the Have Another Product to Register? text box, submit the Course Key shown in green above.
   i. If "grace period" days remain for the course, you will see an Open button that gives you access to the course.
   ii. If "grace period" days do not remain for the course, you will see an invitation to purchase the product that will give you access to the course.

Don't Already Have an Account?
Click "Create an Account."

a. If you have purchased an access code, submit it and follow the prompts until you reach the "My Home" page.
b. If you have not purchased an access code, submit the Course Key shown in green above, and then follow the prompts until you reach the "My Home" page.
   i. If "grace period" days remain for the course, you will see an Open button that gives you access to the course.
   ii. If "grace period" days do not remain for the course, you will see an invitation to purchase the product that will give you access to the course.

Once you have the product on your "My Home" page, click the "Open" button for CengageNOW.
If in the steps above you do not provide Course Key (E-TWQN4YKYPKGWT), provide it once you reach CengageNOW, on the "Courses" tab.