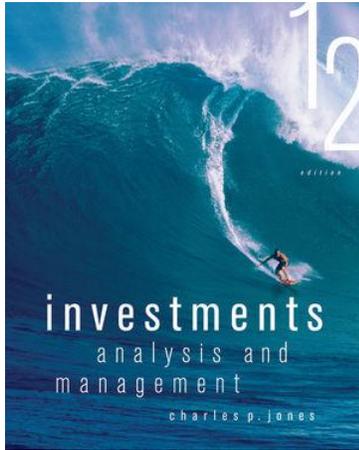


Texas A & M University-Commerce
College of Business
Department of Accounting
Syllabus –FALL 2014
ACCT 577- CRW
CRN: # 83455



Course: **Investment Planning**

Instructor: Dr. Joseph Krupka, CPA/PFS CGMA

ClassLive: **Monday 6** pm Central Time

Location: On-Line

Telephone: (732) 439-0600 Fax No.: 903-468-3216

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.

Required Text: Jones, Charles P., *Investments Analysis and Management*, 12th edition, 2013; Wiley Publisher, ISBN: 978-1-118-36329-4

COURSE DESCRIPTION:

This course focuses on the theory and practice of investment planning. Emphasizing the tools and techniques necessary to build a portfolio using both financial planning techniques and theories employed by the financial planning industry. Topics covered include but are not limited to: basics of investment planning and financial markets, investment portfolio risk-return relationship, portfolio management, investment theories, modern portfolio theory, fundamentals of portfolio design, diversification and allocation, fundamental analysis, mutual fund selection, and financial planning issues in asset management.

Course Embedded Assessment Objectives:

1. Demonstrate an understanding of the types and use of investment vehicles along with valuation models.
2. Demonstrate an understanding of the role of investment planning within general financial planning as a profession.
3. Demonstrate an understanding of advanced portfolio management and measurement concepts in a risky environment.
4. Demonstrate an understanding of market efficiency and modern portfolio theory and the investment theories that apply in a taxable environment.

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 **Monday at 6 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.

If a problem arises during the semester that has an impact on this course, please contact me immediately to discuss how to resolve this matter.

Below you will find the rubric for this course:

ACCT 577-01W Investment Planning Rubric

Criteria (Course Objectives)	3 (Exceeds Expectations)	2 (Meets Expectations)	1 (Does Not Meet Expectations)
Demonstrate an understanding of the types and use of investment vehicles along with valuation models	Student demonstrates excellent ability in understanding the types and use of investment vehicles along with valuation models	Student demonstrates an understanding of the types and uses of investment vehicles along with valuation models	Student cannot demonstrate an understanding of the types and use of investment vehicles along with valuation models
Demonstrate an understanding of the role of investment planning within general financial planning as a profession	Student demonstrates excellent ability understanding the role of investment planning within general financial planning as a profession	Student demonstrates the role of investment planning within general financial planning as a profession	Student cannot demonstrate an understanding of the role of investment planning within general financial planning as a profession
Demonstrate an understanding of advanced portfolio management and measurement concepts is a risky environment.	Student demonstrates excellent ability understanding of advanced portfolio management and measurement concepts is a risky environment.	Student demonstrates an understanding of advanced portfolio management and measurement concepts is a risky environment.	Student cannot demonstrate an understanding of advanced portfolio management and measurement concepts is a risky environment.
Demonstrate an understanding of market efficiency and modern portfolio theory and the investment theories that apply in a taxable environment	Student demonstrates excellent ability understanding market efficiency and modern portfolio theory and the investment theories that apply in a taxable environment	Student demonstrates an understanding of market efficiency and modern portfolio theory and the investment theories that apply in a taxable environment	Student cannot demonstrate an understanding of market efficiency and modern portfolio theory and the investment theories that apply in a taxable environment

COURSE EVALUATION:

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

GRADING SCALE: GRADING SCALE:

GRADE	POINTS	PERCENTAGE
A	900-1000	90-100
B	800-899	80-89
C	700-799	70-79
D	600-699	60-69
F	0-599	0-59

GRADE WEIGHTS:

ASSIGNMENT	POINTS	PERCENTAGE
Discussion Board Postings	150	15%
Exam 1	300	30%
Exam 2	300	30%
Research Paper	250	25%
TOTAL	1000	100%

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.

Incomplete in Course: Students who, because of circumstances beyond their control, are unable to attend classes during or after review week will, upon approval of the teacher, receive a mark of "X" in all courses in which they were maintaining passing grades. A grade of "X" (incomplete) will not be counted in the calculation of the grade point average for one semester. If the "X" has not been removed at the end of one semester, it will automatically be changed to a grade of "F." If a student feels that a grade is not correct, the matter should be discussed with the instructor. If the instructor finds the grade incorrect, the instructor must petition for a grade change by receiving approval from the department head and dean, with final approval from the Registrar's Office.

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.

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 one quality Discussion Board Posting per week (15 weeks).

A rubric follows that will be used in the grading process for the discussion questions.

Rubric for Grading Discussion Board Postings

	3 (Exceeds Expectations)	2 (Meets Expectations)	1 (Does Not Meet Expectations)
Contribution to the Class	Required number of postings met and postings are insightful, thorough, and interesting.	Required number of postings met, and postings are satisfactory.	Required number of postings was not met, uninteresting and not thorough.
Inspires Reply Postings	A serious effort is made to frame the posting to encourage reply. The posting generates questions and open avenues for discussion.	An effort is made to frame the posting to encourage reply.	No effort was made to frame the posting to encourage reply.
Demonstrates Understanding of the Reading	Posting demonstrates thorough understanding of the reading assignment and is substantiated with examples.	Posting demonstrates understanding of the reading assignment.	Posting does not demonstrate an understanding of the reading assignment.
Grammar and Mechanics	Posting does not contain grammar or spelling errors.	Posting contains one grammar or spelling error.	Posting contains more than one grammar or spelling errors.

Rubric for Grading Research Paper

Criteria	3 (Exceeds Expectation)	2 (Meets Expectations)	1 (Does Not Meet Expectations)
Demonstrates a clear and coherent logic to the research topic	Student demonstrates an excellent understanding of a clear and coherent logic to the research topic	Student demonstrates an understanding of a clear and coherent logic to the research topic	Student cannot demonstrate an understanding a clear and coherent logic to the research topic
Demonstrates an understanding of the Readings/ Literature of the research topic	Student demonstrates an excellent understanding of the Readings/ Literature of the research topic	Student demonstrates an understanding of the Readings/ Literature of the research topic	Student cannot demonstrate an understanding of the Readings/Literature of the research topic
Demonstrates use of proper grammar and writing method	Student demonstrates an excellent use of proper grammar and writing method	Student demonstrates use of proper grammar and writing method	Student cannot demonstrate use of proper grammar and writing method
Demonstrates a contribution to the research topic	Student demonstrates an excellent contribution to the research topic	Student demonstrates a contribution to the research topic	Student cannot demonstrate a contribution to the research topic

The purpose of the research paper is to engage students in contemporary investment planning issues. The paper will consist of a topic covering current investment planning issues. Students will propose a topic to be approved in advance by the professor. The final paper will not be graded unless the topic was approved by the instructor.

Students will submit it a paper, between 15–20 pages, properly formatted using the APA format. Students are expected to utilize electronic means such as databases and technology available through the library to research relevant issues. Students will be expected to integrate and apply various theories discussed during the semester and to explain why these theories are important to business and accounting literature. You will need to make sure to identify the appropriate research question, identify key terms for performing electronic searches, organize your data, obtain data or information from multiple sources and integrate it into a cohesive paper. The analysis must be well developed and consider stakeholder(s) positions. The paper must demonstrate mastery of basic writing mechanics. The paper must be clear, concise, organized, and persuasive and supported with applicable references.

Note: *Wikipedia* and *Investopedia* are not academic sources to be used during this research paper (the information from these sites are not verifiable and can be changed without verification for validity). Academic research articles should be the primary source of the research support with practice/trade journals as supplemental sources.

All research papers will be submitted via the ECollege Dropbox (concurrently with Turnitin.com.) in a word doc format; PDF format plus all other formats are not acceptable. Any paper in excess of a 20-25% originality report will not be acceptable.

Exams:

There will be two exams that you will be required to submit this semester. **All Exams will be due Sunday at 9 PM (Central Time) of the assigned exam date.** Details of each exam will be forwarded to you via e-mail and will be posted in the doc-sharing section of ECollege. It is your responsibility to diligently follow the exam schedule.

You are responsible for information from class discussions, required readings, and homework. **No Late assignments including papers and exams will be accepted- please be on time with all class work. 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.

Rubric Used in Grading Exams

	3 (Exceeds Expectation)	2 (Meets Expectations)	1 (Does Not Meet Expectations)
Correct Responses			
Support method of achieving solution			
Demonstrate understanding of concepts			
Effective analysis			
Creativity and Originality			

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. The instructor will attempt to answer your e-mails within 24 hours on Monday – Thursday. I am not available to answer e-mails on the weekend. If you need to contact me, e-mail is the best method as it is the communication of choice by the university. Please do not call my office telephone and request that I return a long-distance call. I do not call long-distance. I check my e-mail in the morning and afternoon on Monday- Thursday

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.

ADA Statement:

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 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

Student Disability Resources & Services

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.

Civility in the Academic Environment:

Civility in the classroom or online course and respect for the opinions of others is very important in an academic environment. It is likely you may not agree with everything that is said or discussed in the classroom/online course. Courteous behavior and responses are expected. To create and preserve a learning environment that optimizes teaching and learning, all participants share a responsibility in creating a civil and non-disruptive forum. Students are expected to conduct themselves at all times in a manner that does not disrupt teaching or learning. Faculty have the authority to request students who exhibit inappropriate behavior to leave the class/online course and may refer serious offenses to the University Police Department and/or the Dean of Students for disciplinary action.

Ethics:

Integrity is the hallmark of the accounting profession and will be stressed throughout the course. Any type of student breach of ethics, including but not limited to: illegal activity, dishonest conduct, cheating, plagiarism, or collusion, will result in failure of assignment or exam (F) and/or further academic sanction (i.e. failure of course (F), dismissal from class and/or referral to Dean of the College of Business).

"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).

ACADEMIC HONESTY POLICY:

The College of Business 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.

A copy of the Academic Honesty Policy is posted in the Document Sharing section of eCollege. You are required to read, sign, and submit (via Dropbox) this document by **9 pm (central) Wednesday, September 3, 2014.**

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
Fall 2014

<u>CLASS DATE</u>	<u>ASSIGNMENT</u>	<u>DUE DATE</u>
Week 1 Monday August 25	Ch. 1 Understanding Investments Reading Assignment # 1	
Week 2 Tuesday September 2	Ch. 2- Investment Alternatives Reading Assignment # 2	*Note: Tuesday because Monday is Labor Day
Week 3 Monday, September 8	Ch. 3 – Indirect Investing Reading Assignment # 3	
Week 4 Monday, September 15	Ch. 6 – The Returns and Risks from Investing Reading Assignment # 4	
	<u>DUE: Research Paper Topic for Approval</u>	Sunday, Sept. 21 At 9 PM (Central)
Week 5 Monday, September 22	Ch. 8 – Portfolio Selection and Asset Allocation Reading Assignment # 5	
Week 6 Monday, September 29	Ch. 11 – Common Stocks, Analysis and Strategy Reading Assignment # 6	
Week 7 Monday, October 6	Ch. 13- Economy/Market Analysis Reading Assignment # 7	
	<u>EXAM ONE:</u> CHAPTERS 1, 2, 3, 6, 8, 11 and 13	Sunday, October 12 at 9 PM (central)

<u>CLASS DATE</u>	<u>ASSIGNMENT</u>	<u>DUE DATE</u>
Week 8 Monday, October 13	Ch. 14- Sector/Industry Analysis Reading Assignment # 8	
Week 9 Monday, October 20	Ch. 15 – Company Analysis Reading Assignment # 9	
Week 10 Monday, October 27	Ch. 16 – Technical Analysis Reading Assignment # 10	
Week 11 Monday, November 3	Ch. 17 – Bond Yields and Prices Reading Assignment # 11	
	<u>RESEARCH PAPER DUE</u>	SUN., NOV. 9 AT 9 PM (CENTRAL)
Week 12 Monday, November 10	Ch. 18- Bonds: Analysis and Strategy Reading Assignment# 12	
Week 13 Monday, November 17	Ch. 19 – Options Reading Assignment # 13	
Week 14 Monday, November 24	Ch.21 – Managing Your Financial Assets Reading Assignment # 14	
Nov. 27-30	Thanksgiving Break	
Week 15 Monday December 1	Ch. 22 – Evaluation of Investment Performance Reading Assignment # 15	
	<u>EXAM TWO:</u> Chapters 14-19, 21 and 22	Sunday, December 7 at 9 pm (central)