A. Course: 37:575:250:01 Finance for Personal and Professional Success (3)

B. Pre-Requisite: None

C. Meeting Times: Tuesday, 7:15 PM to 10:05 p.m.

D. Location: CDL 109

E. Course Description: Overview of core financial concepts and techniques useful both at work and in personal life; interest, credit, insurance, investments, present value; and net worth

F. Relationship to SAS Learning Objectives:
   • Goal x (Apply effective and efficient mathematical or other formal processes to reason and to solve problems.) Specifically the focus is on the mathematics underlying the process of investment, and borrowing/ saving money. The student will learn to apply concepts from algebra necessary to specify and solve equations related to loans, savings, mortgage, credit and insurance using compound interest.
   • Goal w (Formulate, evaluate, and communicate conclusions and inferences from quantitative information)

LSER Objective – Formulate, evaluate, and communicate conclusions and inferences from quantitative information about work

Other Learning Objectives:
• Familiarize students with core concepts of interest, present value, risk, diversification, and insurance,
• Improve student skills in using spreadsheets and other tools in common use for analyzing financial information, and
• Introduce students to major types of financial instruments including stocks, bonds, mutual funds, and to investments in real estate.

Assessment of Learning Objectives:
Project assessments will be used to evaluate these objectives.

G. Text - Required: Madura, J., Personal Finance, Pearson-Addison/Wesley, 4e, 2011, ISBN 978-0-13-611700-1. The text is needed by the first week of class. I am unsure if the international version is equivalent (i.e., has the same homework, etc.) A copy of the 4e of the text is on reserve at the Chang Library (not the library in the LEC), next door to the CDL building.


H. Instructor: Sheila M. Lawrence, Ph.D.

I. Email ID: smlawren@rci.rutgers.edu

J. Phone: 973-596-6425 - please call between 9 AM and 9 PM; (Please speak slowly, state the course # (575:250:01), spell your name, and give your phone number.) Please follow up with an e-mail message.

K. Office Hours: Prior to class by appointment and after class

L. Special Needs – Rutgers, the State University of New Jersey abides by the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments (ADAA) of 2008, and Sections 504 and 508 which mandate reasonable accommodations be provided for qualified students with disabilities and accessibility of online information. If you have a disability and may require some type of instructional accommodation, please contact me early in the semester so that I can provide or facilitate in providing accommodations you may need. If you have not already done so, you will need to register with the Office of Disability Services, the designated office on campus to provide services for students with disabilities. The Office of Disability Services is located in the Kreeger Learning Center, 151 College Ave, 732-932-2848. I look forward to talking with you soon to learn how I may be helpful in enhancing your academic success in this course.

M. Assessments: This class is hands-on and features assessment of projects and assignments, rather than a lecture course that uses exams to assess learning. Course assessment is calculated as a weighted average of the following projects.

Note: The full assignment specifications can be found on Sakai, under the Assignments Folder. Directions are listed in Assignment Folder AAA, file Assignment 0E.xlsx.
Please read carefully.

**Note 1:** This Excel file has three worksheets:
- #1: Course Assignments
- #2: Directions
- #3: Virtual Flashdrive

**Note 2:** Please go to Sakai to the Assignments Folder. There are four assignment folders: 1, 2, 3, and 4. All submissions must be typed, with your name on all pages.

**Note 3:** The in-class assignments such as current events, summaries of guest speakers, are listed separately.

**Note 4:** You should not submit handwritten responses torn from the book.

<table>
<thead>
<tr>
<th>Assignment #</th>
<th>Course Assignments</th>
<th>Target Due Date</th>
<th>Weight (%)</th>
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</thead>
</table>
| **Assignment 1** | Selected Homework Problems, Chapters 3, 4, & 5  
Brad Brooks, Part 1 - Chapter 4 (You serve as Brad's financial advisor).  
Personal Financial Plan Worksheet, Chapters 1, 2 and 5 (1 file)  
Pareto Analysis - In-Class: Calculation; List of Categories; Confirm Transp. Example via Excel | Oct. 2 | 10 |
| **19%** | | | |
| | | | |
| **Assignment 2** | Selected Homework Problems, Chapters 6, 7, & 9  
Brad Brooks, Part 2 - Chapter 8  
Brad Brooks, Part 3 - Chapter 10  
Personal Financial Plan Worksheet, Chapter 8  
Pareto Analysis - Conduct Self Study | Oct. 23 | 15 |
| **28%** | | | |
| | | | |
| **Assignment 3** | Review Question, Web Project, Life Expectancy, and Selected Homework Problems, Chapters 14 and 16  
Brad Brooks, Part 4 - Chapter 13  
Stock Market Project (Start tracking Day 1 of Class; End the Week before Due Date)  
Leasing Project and Copy of Lease (or Lease's Website)  
Personal Financial Plan Worksheet, Chapter 14 | Nov. 13 | 14 |
| **25%** | | | |
| | | | |
| **Assignment 4** | Selected Homework Problems, Chapters 17 and 19  
Brad Brooks, Part 5 - Chapter 18  
Brad Brooks, Part 6 - Chapter 20 | Dec. 11 | 14 |
| **14%** | | | |
| | | | |
| **In-Class Assignments - Must Be Present** | In-Class Literacy Assessment *(Must be present in class)*  
In-Class Current Events *(Sign up for date for group activity)*  
In-Class Summary of Two Most Important Topics Learned in Class *(Must be present in class)*  
In-Class Summaries of Guest Speakers *(Must be present in class)* | | 14 |
| **14%** | | | |
| | | | |
| **Total** | Note: For any non-working websites, please first check Yahoo and/or Google as alternatives. Otherwise, please e-mail me. | | 100 |
In-Class Projects: Homework, ethical dilemma, films, etc.

<table>
<thead>
<tr>
<th>O. Target Week</th>
<th>Proposed Chapter Series</th>
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<tbody>
<tr>
<td></td>
<td><strong>Notes: Guest lecturers may result in modifications to the schedule. As a courtesy to our guest lectures, please turn off all laptops and communication devices.</strong></td>
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<tr>
<td>1 09-04</td>
<td>Chapter 1 (Overview of a Financial Plan); Excel Components and Developing a Financial Plan Excel spreadsheets, graphics and financial applications Pre-Assessment of Financial Literacy <strong>Brainstorm goal setting (short-term, intermediate-term, and long-term)</strong> Good debt; bad debt! Dartmouth vs Rutgers! Gone Broke; Case 1 and/or Case 2 National Save for Retirement Week, Oct. 21-27, 2012</td>
</tr>
<tr>
<td>2 09-11</td>
<td>Chapter 2 (Planning with Personal Financial Statements); and 4 (Using Tax Concepts for Planning) Factors that affect cash flows; creating a budget Discussion of tradeoffs regarding: What’s it worth to reduce my spending and understanding the Latte Factor <strong>Introduce Stock Market Project and Leasing Project</strong> Saving Money! <strong>Sign Up Form for Current Events</strong></td>
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<tr>
<td>3 09-18</td>
<td>Chapters 3 (Applying Time Value Concepts) Future and present value of a single dollar amount Future and present value of an annuity To be a millionaire, how long would it take with different rates of savings and rates of return, etc. <strong>Introduce Excel Pareto Project; hand calculations</strong> Latte Factor and Calculator! 50:30:20 Budget!</td>
</tr>
<tr>
<td>4 09-25</td>
<td>Chapters 5 (Banking and Interest Rates) and 6 (Managing Your Money) Types of financial institutions and their banking services; Interest rates; Money market investments and their risk How to choose a bank, with given minimum deposits, balances, monthly fees, check-writing charges? How do you evaluate choosing between two CDs? How much do you need to save to purchase a car? How should you plan to purchase a condo? <strong>Jennifer Broyles: Guest Lecturer on Job Searching - written summary due</strong></td>
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<tr>
<td>5 10-02</td>
<td>Chapters 7 (Assessing and Securing Your Credit) and 8 (Managing Your Credit) Credit cards; dealing with credit debt Evaluate your preparedness to defend against identity theft <strong>In-Class Identity Theft</strong> Assignment 1 Due - All course projects must be posted on the Sakai Assignments Folder by 6:45 PM. Readable printed copies are to be submitted in class. 7 Small Mistakes that Will Hurt Your Credit Score! Electronic Pick-Pocketing!</td>
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<td>Week</td>
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<td>10-16</td>
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<td>11-06</td>
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<td>11-13</td>
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11-20
Change in Designation of Class Days: Nov. 20 – Thursday. Classes; No class; Thursday classes are held today.

12
11-27
Chapter 19 (Retirement Planning)
Social Security; employer-sponsored retirement plans (defined-benefit and defined-contribution plans)
Retirement plans offered by employers; Keogh Plan, SEP, IRAs, etc.
How do my savings decisions and what types of plan(s) contribute to impact my retirement?
Current Event Groups 17-20

13
12-04
Chapter 20 (Estate Planning)
Purpose of a will; estate taxes; trust, gifts, and contributions
What key events and changes in my assets impact the review and change of my will?
Guest Lecturer: Ron Garutti, Jr., Certified Financial Planner – written summary due
In-Class Summary Concept Project
Financial Literacy Assessment
Make a Will!
Current Event Groups 21-24

14
12-11
Chapter 21 (Integrating the Components of a Financial Plan)
Budgeting, managing liquidity; personal financing; protecting your assets and income;
managing investments; retirement planning; maintaining your financial documents
How can I further improve my financial health?
Assignment 4 Due - All course projects must be posted on the Sakai Assignments Folder by 6:45 PM.
Readable printed copies are to be submitted in class.
7 Common Denominators among Those Who Successfully Build Wealth!
65 Ways for Retirees to Save!
Prenup!
Warren Buffet’s 5 Tips to Build Wealth and Success
Principles for Young People!

P. Attendance: Attendance is of critical importance. It is essential to keep up with the class material.
Attendance will be taken in each class. If a student misses/will miss a class, then the student needs to send a
courtesy email message to the professor.

Q. Required: Statistical software in Excel 2003 (or higher) or, for MACs, StatPlus/Analyst Soft as an alternative,
is required for homework, related cases, and team assignments. Reading assignments must be completed prior
to each lecture. Communication Devices: No communication devices (cell phones, palm pilots, beepers,
pagers, etc.) can be used in the classroom.

R. Assessment:
Posting of Grades: please check MyRutgers for your final grades.

Assessment Policy:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Scores Based on Course Components</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B+</td>
<td>85-89</td>
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<tr>
<td>B</td>
<td>80-84</td>
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<tr>
<td>C+</td>
<td>75-79</td>
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<tr>
<td>C</td>
<td>70-74</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>&lt; 60</td>
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</table>

Note: The thresholds for final letter grades will be re-scaled if a conventional standard seems unreasonable.
S. Academic Integrity: All students are responsible for locating, reading, and abiding by the University Policy on Academic Integrity for Undergraduate and Graduate Students. The policy is available on-line at http://cat.rutgers.edu/integrity/policy.html

T. Recommendations: Requests for recommendations must be made in writing after completion of the course.

U. Assignments: All assignments are posted on Sakai under Resources. The Excel Assignments document has several worksheets. Assignments must be handed in on time in their entirety; **Penalty:** 10% for every assignment is submitted late, with a max of two weeks. Submissions must be complete; no partial assignments can be submitted. **Note:** Project due dates are tentative until confirmed.

V. Communication:
1. **NETID Needed**
   Rutgers uses the Sakai system. In order to use this system, you must have a NETID and PW. A NETID is an account on one of the main systems at Rutgers (Pegasus, Eden, Andromeda or RCI).
   - If you have a NETID, you can currently ensure that you will be able to login to the system.
   - If you do not have a NETID, please use the following page to attain one: http://netid.rutgers.edu/
   - If you have any problems, please contact your local RUCS Help Desk. You can reach them at help@nbcs.rutgers.edu or 732-445-Help

2. **Sakai**
   To facilitate class learning, please access and print course documents needed for class from the course management system known as Sakai. Course documents are posted in folders under Resources.
   
   **Quick Start for Sakai:**
   https://sakai.rutgers.edu/access/content/public/quickmember.html
   
   **Sakai website:**
   http://sakai.rutgers.edu/portal
   If you do not see this course listed, then the site in likely in the "More" dropdown box to the right of your tabs.
   You can rearrange the order of your sites or hide sites from previous semesters by using the Preference tool in My Workspace and clicking on the “Customize Tabs” action button.

W. Student E-Mail and Phone Numbers:
   a. A student can forward mail from his/her Eden/Pegasus address to a preferred e-mail address. Go to http://www.eden.rutgers.edu/tools.php and click on forwarding. Enter your NetID and PW. Then fill in your preferred e-mail address.

   **Cautions:** Hotmail has problems with e-mails with attachments. Also, some corporations spam e-mails with attachments.
   - If you have any problems, please contact your local RUCS helpdesk at help@nbcs.rutgers.edu

   b. Students, also, have the responsibility to then inform the professor of any changes to their phone numbers (day and evening). Please use “37:575:250:01” in the Subject section to avoid being spammed. **Please sign your full name in all e-mail correspondence.**

   **Please do not Reply All to the Instructors.** Otherwise, several members of the staff and instructors will receive your correspondence.

   c. Please check your e-mail regularly, especially on the day of class, to learn if there are any changes in the class schedule, class requirements, or for other general announcements.

X. Study Groups: Forming study groups will facilitate learning by keeping you focused, involved, and current in the course.

Y. Classroom Etiquette: Common courtesy is expected at all times.

Z1. Parking Impacts: Special events may impact parking.

Z2. University/Campus Closings: 732-932-INFO (New Brunswick); http://campusstatus.rutgers.edu
Note: Details of the Assignments can be found on Sakai in the Assignments Folder. Please use this table as a checklist for the course.

<table>
<thead>
<tr>
<th>Assignment # and Weight</th>
<th>Content</th>
<th>Filename in Assignments Folder</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>1 (19%); both paper and copy uploaded to Sakai by 6:45 PM</td>
<td>Jennifer Broyles: Guest Lecturer on Job Searching</td>
<td>(Must be present in class – written summary due)</td>
<td>Oct. 25</td>
</tr>
<tr>
<td>2 (28%) both paper and copy uploaded to Sakai by 6:45 PM</td>
<td>Guest Lecturer on Real Estate: Michael Gildenberg, Esq.</td>
<td>(Must be present in class – written summary due)</td>
<td>Oct. 9</td>
</tr>
<tr>
<td>3 (25%); both paper and copy uploaded to Sakai by 6:45 PM</td>
<td>Current Event Presentation</td>
<td>(Must be present in class – written summary due)</td>
<td>Oct. 16</td>
</tr>
<tr>
<td>4 (28%); both paper and copy uploaded to Sakai by 6:45 PM</td>
<td>Current Event Presentation</td>
<td>(Must be present in class – written summary due)</td>
<td>Oct. 23</td>
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<td>Current Event Presentation</td>
<td>Groups 1-4</td>
<td>Oct. 30</td>
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<td>Current Event Presentation</td>
<td>Groups 5-8</td>
<td>Nov. 6</td>
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<td>Groups 9-12</td>
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<td>Groups 13-16</td>
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<td>Groups 17-20</td>
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<td>Groups 21-24</td>
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Syllabus SMLR Personal Finance, Fall 2012H-01F-2