

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, Cook/Douglass

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)

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: A before/after assessment 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. Purchase of the CD is critical to the course. 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, with the CD, is on reserve at the Chang Library.

Text – Recommended: Dworsky, L. N., **Understanding the Mathematics of Personal Finance**, Wiley, 2009, ISBN 978-0-470-49780-7.

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 Resources, in the first document under Folder #3, Assignments.

Assignments Overview

Assignment #	Components (Note: Please go to Sakai, under Resources, for the Assignments for the Excel document delineating the specifics of these assignments.)	Weight (%)
Assignment 1 15%	Selected Homework Problems, Chapters 3, 4, & 5	10.0
	Brad Brooks, Part 1 - Chapter 4 Personal Financial Plan, Chapters 1 and 2	5.0
Assignment 2 20%	Web Project and Selected Homework Problems, Chapters 6, 7, & 9	15.0
	Brad Brooks, Part 2 - Chapter 8 Brad Brooks, Part 3 - Chapter 10 Personal Financial Plan, Chapter 8	5.0
Assignment 3 30%	Web Projects, Review Question, and Selected Homework Problems, Chapters 14 and 16	10.0
	Brad Brooks, Part 4 - Chapter 13 Out of Pocket Expense Analysis - (See ExcelParetoChart-Version+2011F.xls on Sakai under Assignments under Resources). Personal Financial Plan, Chapter 14	15.0 5.0
Assignment 4 35%	Web Projects and Selected Homework Problems, Chapters 17 and 19	15.0
	Brad Brooks, Part 5 - Chapter 18	
	Brad Brooks, Part 6 - Chapter 20	5.0
	Stock Market Project (Teams of 3-4) (See Worksheet) In-Class Literacy Assessment	10.0
	Personal Financial Plan (Post one Excel file of completed chapters 1, 2, 8, and 14 on the Drop box in Sakai.) No paper copies should be submitted.	5.0
Total	For any non-working websites, please first check Yahoo and/or Google as alternatives. Otherwise, please e-mail me.	100.0

In-Class Projects: Ethical Dilemma, films, etc.

O. Target Week	Proposed Chapter Series 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.
1	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 Brainstorm goal setting (short-term, intermediate-term, and long-term)

2	<p>Chapter 2 (Planning with Personal Financial Statements); and 4 (Using Tax Concepts for Planning) Factors that affect cash flows; creating a budget <i>Discussion of tradeoffs regarding: What's it worth to reduce my spending and understanding the Latte Factor</i> Introduce Stock Market Project</p>
3	<p>Chapters 3 (Applying Time Value Concepts) Future and present value of a single dollar amount Future and present value of an annuity <i>To be a millionaire, how long would it take with different rates of savings and rates of return, etc.</i> Brainstorm for Excel Project Len Garrison: Guest Lecturer on Job Searching</p>
4	<p>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 <i>How to choose a bank, with given minimum deposits, balances, monthly fees, check-writing charges?</i> <i>How do you evaluate choosing between two CDs?</i> <i>How much do you need to save to purchase a car?</i> <i>How should you plan to purchase a condo?</i></p>
5	<p>Chapters 7 (Assessing and Securing Your Credit) and 8 (Managing Your Credit) Credit cards; dealing with credit debt <i>Evaluate your preparedness to defend against identify theft</i> <u>All course projects must be posted on the Sakai Drop Box by 6:45 PM.</u> <u>Paper copies are to be submitted in class.</u></p>
6	<p>Chapters 9 (Personal Loans) and 10 (Purchasing and Financing a Home) Evaluation of personal loans, auto loans and 30-year mortgages Evaluate what you can afford to borrow to finance the purchase of a home Valuation of a home <i>How much can I borrow?</i> Guest Lecturer on Real Estate: Sylvana Craig</p>
7	<p>Chapters 11 (Auto and Homeowner's Insurance) and 12 (Health and Disability Insurance) Managing risk; factors that affect auto insurance premiums; homeowner's and renter's insurance <i>What insurance should I have?</i> <u>All course projects must be posted on the Sakai Drop Box by 6:45 PM.</u> <u>Paper copies are to be submitted in class.</u></p>
8	<p>Chapters 13 (Life Insurance) and 14 (Investing Fundamentals) Types of life insurance and determining the amount of life insurance needed Types of investments; tradeoffs between return and risk <i>How much life insurance do I need?</i> <i>How do my investment decisions impact my wealth?</i> Shannon Hunt: Guest Lecturer on Insurance</p>
9	<p>Chapters 15 (Investing in Stocks) and 16 (Investing in Bonds) Analyzing the firm's annual report; industry analysis of stocks; stock valuation (Price-earnings method and price-revenue method) Stock Exchanges; purchasing or selling stocks; buying stock on margin and assessing performance of stock investments <i>What stocks meet my criteria? How do I compare and contrast them?</i> <i>How do I assess analysts' comments and earnings estimates?</i> Types of bonds; valuing a bond; risk from investing in bonds; bond investment strategies Type of mutual funds; return and risk of a mutual fund <i>How do the purchase of bonds impact my protecting of assets and income, as well as my retirement?</i> <i>How do I select mutual funds that best meet my individual financial goals?</i></p>

10	Chapters 17 (Investing in Mutual Funds)
11	Chapter 18 (Asset Allocation) How diversification reduces risk; strategies for diversifying; asset allocation strategies; factors that affect your asset allocation decision <i>Is my asset allocation conservative, moderate or aggressive?</i> Guest Lecturer: Ron Garutti, Jr., Certified Financial Planner
12	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. <i>How do my savings decisions and what types of plan(s) contribute to impact my retirement?</i>
13	Chapter 20 (Estate Planning) Purpose of a will; estate taxes; trust, gifts, and contributions <i>What key events and changes in my assets impact the review and change of my will?</i> In-Class Project Financial Literacy Assessment
14	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 <i>How can I further improve my financial health?</i> <u>All course projects must be posted on the Sakai Drop Box by 6:45 PM.</u> <u>Paper copies are to be submitted in class.</u>

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 e-mail message to the professor.

Q. Required: Statistical software in Excel 2003 (or higher) and the text CD are included in the course, which 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, <http://www.acs.rutgers.edu/grades>

Assessment Policy:

Letter Grade	Scores Based on Course Components
A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
D	60-69
F	< 60

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 one week**. 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 is 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.**

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>