



**FINA 2330-004**  
**Money, Finance, and the Modern Consumer**  
**Fall 2016**

---

<b>Instructor:</b>	Mr. Jinsuk Yang
<b>Office Number:</b>	COBA Room 604
<b>Office Telephone Number:</b>	(817) 272 – 6871
<b>Email Address:</b>	<a href="mailto:jinsuk.yang@mavs.uta.edu">jinsuk.yang@mavs.uta.edu</a>
<b>Office Hours:</b>	By appointment, generally the best time is after the lecture.
<b>Faculty Profile:</b>	<a href="https://www.uta.edu/profiles/jinsuk-yang">https://www.uta.edu/profiles/jinsuk -yang</a>
<b>Class Website:</b>	Blackboard ( <a href="http://elearn.uta.edu/">http://elearn.uta.edu/</a> )
<b>Mailbox</b>	Department Finance and Real Estate Room COBA 434
<b>Class location and time:</b>	COBA 153, Monday & Wednesday, 4:00 PM ~ 5:20 PM

**Course Purpose:**

This course satisfies the University of Texas at Arlington core curriculum requirement in social and behavioral sciences.

**Required Textbook and Materials:**

*Text:* Edelman, Ric, *The Truth About Money*, 4th Edition (Harper Business, 2010). This is the latest edition of the New York Times bestselling classic. While not structured like a traditional college textbook, this book walks the reader through the complex world of personal financial planning through eloquent, succinct, and easy-to-follow explanations and recommended courses of action. By constantly reminding the reader of the importance of personal and family values, and by pointing out the most common misconceptions and mistakes people make when dealing with their consumption choices and finances, this book is an engaging and effective guide that the students will surely find useful for years to come and that many will keep in their personal libraries as a reference book.

*Optional:* *Wall Street Journal*, *Barron's*, *Business Week*, and *Fortune*

*Financial Calculator:* You need a financial calculator for this class. The financial calculator that I use in class is Texas Instruments BA II Plus, but you can use other types of financial calculator (TI BAI+, HP 10-B, or equivalent). Must be able to calculate IRR of irregular cash flows. No cell phone calculators allowed.

*MS Excel:* You will need MS Excel for select homework projects and if you wish to replicate some of the personal financial plan templates used in the class. MS Excel is available in all UTA computer labs.

*Lecture Notes:* Lecture notes are available at our class website. Please note the lecture notes only contain the subjects that I will cover in more detail in class. They are not a substitute for your own note-taking. ***It is your responsibility to complete the notes.*** If you miss a class for any reason, please try to borrow notes from your classmates, then you are welcome to bring remaining questions to my office hours.

**Course Syllabus**

**Course Description:**

An analysis of consumer and financial behavior in present-day society. Against this backdrop, students understand how consumption choices define one's identity in society and understand the importance of value-oriented financial goals for the wellbeing of individuals, families, and society at large. Students also develop the critical-thinking and quantitative decision-making skills needed for responsible spending and financial choices.

**Student Learning Outcomes:**

1. Critical Thinking Skills

Students will develop critical thinking skills by analyzing materialism, consumption habits, and personal financial practices in the United States and around the world, and by acquiring a working knowledge of the personal finance curriculum and the quantitative decision-making tools of the discipline. By requiring students to apply this knowledge and quantitative constructs to rich and realistic problems explicitly designed to exercise their financial acumen, and by asking them to research alternative public and private resources to develop solutions to these problems, the course will foster the students' ability to synthesize and evaluate large amounts of information and will cultivate their aptitudes for inquiry and for creative and innovative problem solving.

Outcome achieved through: Lectures, in-class discussions, homework assignments, case study assignment, assigned readings, and examinations.

2. Communication Skills

Students will demonstrate competency in the development, interpretation and expression of ideas through written, oral and visual communication by participating in a series of assignments, in-class discussions, case studies, and in-class presentations with high standards for clarity, professionalism, and effectiveness.

Outcome achieved through: In-class discussions, homework assignments, written case study submission, case study presentation, and examinations.

3. Empirical and Quantitative Skills

Students will participate in a series of problem-solving exercises that require the manipulation and analysis of large amounts numerical and factual data, resulting in informed solutions that must be defensible within the context of the personal finance discipline.

Outcome achieved through: Lectures, in-class exercises, homework assignments, assigned readings, and case study.

4. Social Responsibility

Students will analyze individual consumer and financial behavior and the interactions that arise within this context among individuals, groups, and communities around the world, evaluating from a civic and moral standpoint the impact of these interactions on the individuals themselves, on their culture, on society in general, and on the environment.

Outcome achieved through: Lectures, in-class discussions, homework assignments, assigned

**Course Syllabus**

readings, and case study.

**Course objectives:**

To analyze and compare values worldwide and ascertain how they shape people's attitudes toward money and influence their spending and financial behavior, both in the aggregate and as individuals

To conduct an analysis of individual, family, ethnical, cultural, and social values to identify how they can affect peoples' financial well-being

To develop the knowledge base and foundations needed to make informed choices with respect to spending, saving, borrowing, and investing, for long term financial stability

To empower students to use their creative thinking, research abilities, and analytical skills to identify and evaluate alternative solutions to the financial problems individuals and families may encounter in today's complex economic landscape

To develop the necessary quantitative toolset to make sound consumption and financial decisions

To develop the communication skills needed to clearly explain the benefits of sound financial planning and convincingly convey the most suitable course of action to help others achieve their financial goals

To discuss ways to shape and influence individual attitudes and motivations toward financial planning, leading to more effective and wiser consumption and financial decisions

**Grade Distribution:**

**A:** 90-100% **B:** 80-89% **C:** 70-79% **D:** 60-69% **F:** Below 60%

**Course Requirements and Procedures:**

*In the Classroom:* Lectures are designed to clarify and supplement text material. Unless otherwise instructed, you will be held responsible for all reading assignments (even if they are not covered in lecture) plus all supplementary material presented in the lecture.

*Grading:* Grades will be based upon your performance on twelve quizzes (drop lowest two), five projects, three unit exams and an optional final exam as follows:

- Four Quizzes @ 2 points: 8 points
- Four Projects @ 3 points: 12 points
- Case study: 15 points
- Three exams @ 20 points: 60 points
- Class participation: 5 points
- Total: 100 points

**Exams:**

**Course Syllabus**

Exams may consist of multiple choice, problems, short answer, true/false, or any combination. Cheating, or other misconduct may result in an automatic F for the course.

**Make-up Policy:** **Make-up exams will not be administered under any circumstances.** In the event of absence from an exam due to dire circumstances, greater weight will be assigned to the final exam, upon documentation of the reason for absence by a medical doctor or UTA official. Students may be take an exam or quiz early. No make-up provision is available for assignments relating to class participation.

**Attendance Policy:**

Students are expected to attend each class and students are expected to come to each class with their assignments completed. Any student who must miss a class is responsible for securing any and all assignments for coursework missed.

**Expectations for Out-of-Class Study:**

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least 9 hours per week of their own time in course related activities, including reading required materials, completing assignments, preparing for exams, etc.

**Classroom Policy:**

No food, drink, or tobacco (in any form) is allowed in the classroom. This conforms to University policy. Cell phones shall be turned off at all times during class.

**Course Projects:**

**NOTE:..No late projects will be accepted.**

**Consumerism.** Answer the questions posed on assignment 1 (Consumerism) Email the answer to your professor.

**Car loan amortization.** Select a car from Blue Book.com. Select an interest rate from an online source. Assume no down payment and a five-year loan with monthly payments at the interest rate you found. Based on the information you found, prepare a loan amortization spreadsheet (see the Blackboard course content for an example) and email it to your professor.

**Housing purchase.** Select a house from Realtor.com (or a realtor web site of your choice). Assume you pay 20% down. Calculate your monthly payment for a 30 year mortgage. Calculate your annual estimated property taxes (See the County Appraisal District for the tax rates) How much is your annual property insurance premium?

**Life insurance:** Use the internet to compare two companies' premiums for \$50,000 life insurance for term, whole life, and universal life. Email a summary table (See Blackboard course content) to your professor.

**Mutual fund purchase:** Select six mutual funds; one each of the following investment styles: large cap growth, large cap value, mid cap growth, mid cap value, international, and

**Course Syllabus**

intermediate (or short) term bond. All funds must have a positive five-year alpha, minimum of three stars from Morningstar, and an expense ratio less than 1.5%. Attach the summary supporting information (alpha, star rating, and expense ratio) from Morningstar.

**Case Study (Written Solution):**

In teams of at most five students, you are expected to work out and submit a written viable solution to a realistic, personal finance case study. The case study will immerse you in the complex cultural, social, economic, financial, and legal environment of a hypothetical family in financial distress and will require your team to research public and private resources to develop a financial plan for the family. Your team is not only responsible for suggesting alternative courses of action for the most obvious problems facing the family in the case, but must be able to identify potential problem areas that demand their attention in the short-, mid-, and long-term. The proposed solutions and action plans must be creative, ethical, logical, feasible, and show deep insight into the major issues facing Americans today. The document is also expected to be professionally composed, clearly written, and be able to effectively convey the pressing nature of the problems facing the hypothetical family, as well as challenges and merits of the proposed solutions and actions plans, ultimately persuading the family into action.

Students should be mindful that this *signature assignment* bears a significant strategic importance for this course, as it requires you to apply all the concepts and tools learned throughout the semester and tests all the learning outcomes set out for the course. You will be forced to use your *critical thinking skills* in your analysis of the case study and in the identification of the most pressing financial problems facing the hypothetical family in the case study. In your identification and evaluation of the available solutions to the identified problems, you will have to apply all the *empirical and quantitative skills* you will acquire in the course, being mindful of the civic and moral implications of those solutions to make sure that your action plans are not only effective, but also *socially responsible*. By the same token, your written, oral, and visual *communication skills* will be thoroughly evaluated and will represent a significant portion of your grade, as outlined in the next section.

The instructor will provide each team with a hard copy of a distinct case study, free of charge. The case study will contribute a maximum of 15 points toward your final grade.

Time will be devoted in class on a predetermined date to set up the teams. One member of the team (and only one) is expected to email the instructor the list of students in his/her team once the team is conformed. Please provide full names and avoid using nicknames or abbreviations.

If your team has less than five members, the instructor has the authority to assign to your team any student(s) who may not have a team a week after the teams are conformed. After every student is assigned to a team, the professor will publish on the course website the final team rosters. Once this is done, students are 100% responsible for securing the contact information (i.e. email, phone number, or IM usernames) of their teammates.

**Case Study (Multimedia Presentation):**

In a 10-minute multimedia presentation, your team is expected share its case analysis and proposed solutions with the class. Your team's presentation will be evaluated on the basis of its ability to summarize and present all your work in an effective, clear, and professional manner, as well as on your team's ability to persuade the audience of the merits of your proposed solutions and action plans. A two-minute, Q&A round at the end of your presentation,

**Course Syllabus**

where not only the instructor, but all members of the audience can question the soundness of your solutions, should help your team make a convincing case in favor of your action plan.

The presentations will be held on the last week of classes. The exact due date for both the written solutions and presentation will be randomly assigned by the instructor, once the teams are conformed in full.

**Course Outline:**

*The course outline is subject to change. It is the student's responsibility to attend class and keep up with any changes*

<u>Week of</u>		<u>Topic</u>
August	29	Class orientation.
September	5	Consumerism and the Financial Planning Process
	12	Using Financial Statements and Budgets
	19	Preparing Your Taxes Managing Your Cash and Savings
	26	Making Automobile and Housing Decisions
October	3	<b>EXAM I</b>
	10	Using Credit Using Consumer Loans
	17	Insuring Your Life Insuring Your Health
	24	Protecting Your Property
	31	<b>EXAM II</b>
November	7	Investment Planning Investing in Mutual Funds, ETFs, and Real Estate
	14	Investing in Stocks and Bonds
	21	Planning for Retirement Preserving Your Estate
	28	<b>EXAM III</b>
December	5	<b>Case Presentations</b>
	7	Final Exam review
Final		
December (001)	14	8:15 – 10:45 PM
December (004)	14	2:00 – 4:30 PM

Course Syllabus**University Policies**

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

**Disability Accommodations:** UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of **a letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

**The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability).

**Counseling and Psychological Services, (CAPS)** [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**Non-Discrimination Policy:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).*

**Title IX Policy:** The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).*

Course Syllabus

**Academic Integrity:** Students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

**Student Support Services:** UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**Student Feedback Survey:** At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students

**Course Syllabus**

sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

**Student Support Services:** UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**The IDEAS Center** (2<sup>nd</sup> Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email [IDEAS@uta.edu](mailto:IDEAS@uta.edu) or call (817) 272-6593.

**The English Writing Center (411LIBR):** The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see [www.uta.edu/owl](http://www.uta.edu/owl) for detailed information on all our programs and services.

The Library's 2<sup>nd</sup> floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. <http://library.uta.edu/academic-plaza>

<p><b>Emergency Phone Numbers:</b> In case of an on-campus emergency, call the UT Arlington Police Department at <b>817-272-3003</b> (non-campus phone), <b>2-3003</b> (campus phone). You may also dial 911. Non-emergency number 817-272-3381</p>
---



Course Syllabus

**First Day of Class Survey**

I would like you to return this page to me at the end of the first class. Please sign at the bottom of the page as a confirmation that you have read the syllabus.

From the second day onward, you should stick with a seat that you pick from day one, as attendance will be taken based on the seating chart and the seat you sign up for.

**Name: Last:** \_\_\_\_\_ **First:** \_\_\_\_\_

E-mail: \_\_\_\_\_

Major: \_\_\_\_\_

How many years have you been at UTA? \_\_\_\_\_

List two things (or more) you expect to learn from this course:

1.

2.

3.

4.

List two qualities (or more) you expect the instructor to have:

1.

2.

3.

4.

Anything you want to let me know about yourself, e.g. personal and professional interests:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_