

# Cedar Crest College

**BUA 216 70 2**  
**Investments**  
**Spring – 2009**

**Curtis Hall – Room #135**  
**Mon: 7:00pm – 9:30pm**  
**3 credits**

**Instructor**                      **Thomas J. Roberts, MBA**  
**Contact Info**                      [troberts@cedarcrest.edu](mailto:troberts@cedarcrest.edu) and/or (610) 797-2201 (e-mail is preferred)

## Office Hours

There are no formal office hours but I am available before and after each class as well as by appointment if necessary.

## Prerequisites

- none

## Required Text / Materials

- Investments (9<sup>th</sup> edition) – Herbert B. Mayo
- Financial calculator: hp 12c (PV, FV, AMORT, PMT, I/R, N, etc.)

## Course Overview/Objectives

Financial interests date back to the settlement of the Western Hemisphere by Europeans. These interests govern our lives today just as they were called into question when The U.S. Constitution was framed as Southern planters fought to keep the “monied interests” of the Federalists out of government.

However, investing is not inherently good or bad. It is a field fraught with risk and return. More importantly, investing is not an end in and of itself. Investments are useful tools that allow us to buy homes, save for retirement, fund our children’s education and so forth. Professionally, investments and related industries provide high paying jobs to smart, well-educated and hard-working individuals.

Given the rich financial fabric of our country and, more and more, the inter-connected global business climate, it is important for us to stay current. Indeed, our personal and professional lives grow more complex by the day with the advent of new and exotic investment instruments.

This course considers the fundamentals of four types of investing: equities, fixed income (such as CDs, bonds and preferred stocks), packaged products (such as mutual funds and unit investment trusts) and non-market investments such as a real estate and collectibles.

## Course Outcomes

Upon completion of this course, each student will:

- utilize technology to analyze investment opportunities
- recognize the risks and rewards of competing and complimentary investments
- comprehend and apply quantitative and qualitative decision methods used by investors
- recognize the importance of investments and investment forecasting

## Grading Scale

A	94% - 100%	B –	80% - 83%	D+	67% - 69%
A –	90% - 93%	C+	77% - 79%	D	65% - 66%
B+	87% - 89%	C	74% - 76%	F	below 65%
B	84% - 86%	C –	70% - 73%		

### **Determination of Grade**

Exam #1	25%
Exam #2	25%
Exam #3	30%
Homework	15%
Class Participation	3%
Attendance	2%
<b>Total</b>	<b>100%</b>

### **Attendance Policy / Class Participation**

Attendance is strongly encouraged. Lectures will not summarize material covered in the text. Class time will be devoted to discussing supplemental and supporting materials to enhance material found in the text. Reading the text is not a substitute for class attendance.

To encourage attendance, a portion of your final grade is dependent upon the number of lectures for which you are present. Please let me know via e-mail **before class begins** if you know that you will miss a lecture. By doing so, your absence will not negatively impact your attendance grade.

Your participation is encouraged and critical to the learning process. As an incentive, a portion of your final grade is dependent upon your willingness to participate – both voluntarily and when called upon. As the old adage suggests, there are no silly questions or comments. However, I am seeking quality contributions – not quantity. Participating for the sake of doing so rather than adding value to the learning process is rather transparent and will be taken into account when determining the class participation portion of your grade.

### **Make-Up Exams / Homework Assignments**

Exam dates are subject to change. I will provide advance notice if changing an exam date. Exam results will be provided approximately one week after the exam is taken.

Make-up exams will not be offered unless you provide a valid reason **ahead of time** as to why you will be unable to sit for the regularly scheduled examination. It is your responsibility to notify me **prior to** each exam to be missed. Otherwise, a grade of zero will be given for each missed exam. In addition to notifying me during class time, it is to your advantage to provide written notification (e.g. e-mail) as it provides a documented account of your notification.

All homework assignments are due at the next regularly scheduled class meeting. You will not receive credit for a late submission unless the following conditions are met:

- If you miss an assignment due to an **approved** absence, it is your responsibility to find out what you missed. Make-up assignments are due at the next regularly scheduled class meeting.
- If you fail to submit an assignment due to an **approved** absence, you may turn it in at the next regularly scheduled class meeting.

### **Honor Code, Classroom Protocol and Academic Dishonesty**

I fully support the Cedar Crest College Honor Code and the Classroom Protocol code as stated in the Customs Book. Specifically, students are to uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College community.

Appropriate classroom behavior is implicit in the Cedar Crest College Honor Code. Such behavior is defined and guided by complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That environment is free from distractions such as late arrivals, early departures, inappropriate conversations and any other behaviors that might disrupt instruction and/or compromise students' access to their Cedar Crest College education.

It is dishonest to submit oral or written work that is not entirely the student's own except as many be approved by the instructor. A student must follow the requirements of the instructor regarding when and how much collaboration with other students is permitted.

Any language taken from another source, whether individual words or entire paragraphs, must be placed within quotation marks and attributed to the source. Paraphrased material from an outside source must also be attributed. In addition, if the student is indebted to another source for a specific perspective or a line of argument – regardless of whether the student has directly quoted the source or not – that debt must also be acknowledged.

If a student fails to acknowledge debts to outside sources, that student has committed plagiarism. Deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code philosophy.

### **Cheating**

Cheating of any kind will not be tolerated. Any student found cheating on an exam/quiz or engaging in plagiarism will be assigned a grade of zero for that particular exam/quiz or assignment. A second offense will result in failure for the course. **No exceptions!** Students must do all of their own work, must not cheat and must not help others to cheat.

### **Class Cancellation Policy**

Call (610) 606-4629 for information regarding class cancellation due to inclement weather or some other situation requiring the College's closing. Other outlets available are local TV (WFMZ 69 and WNEP 16) and radio (WODE FM 99.9, WCTO FM 96.1, WLEV FM 100.7, WAEB FM 104.1, WAEB AM 790 and WEST AM 1400) stations. Should I have to cancel class due to a personal conflict (e.g. the College is open but our class will not meet), I will contact you directly and provide sufficient notice.

### **Students with Disabilities**

Students with documented disabilities who may need academic accommodations should discuss these needs with their professors during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

### **Instructor Assistance**

I will make every effort to offer whatever assistance I can should you have difficulty with this course. My contact information may be found on the front page of this syllabus. However, note that I will not cover materials discussed when you were absent. You, the student, are responsible for obtaining from a classmate copies of notes and assignments. I will not re-teach a class because you were absent.

### **Tips for Success**

- attend class
- read assigned material and work on assigned exercises **prior to** coming to class
- review lecture material and assigned exercises discussed in class immediately thereafter to reinforce the material
- keep track of exam dates and plan your study time accordingly
- see me before/after class or contact me via e-mail if you need additional help

## Course Outline

<b>Date</b>	<b>Chapters/Topics</b>
1/21/09	Syllabus Review – Course Introduction/Overview Ch 1-2
1/28/09	Ch 3-6
2/4/09	Ch 7-8
2/11/09	Group Work – Case Studies
2/18/09	Group Presentations - Case Studies Review for Exam # 1
2/25/09	EXAM # 1 Ch 9
3/4/09	Ch 10-13
3/11/09	NO CLASS
3/18/09	Ch 12-13
3/25/09	Review for Exam # 2
4/1/09	EXAM # 2 Ch 15
4/8/09	Ch 15-17
4/15/09	Ch 16-19
4/22/09	Ch 17-20
4/29/09	Ch 22-24 Review for Final Exam
To be announced	FINAL EXAM