Instructor Name: Dr. Chialing Hsieh (Pronounce: Charlene Shay)
Office Location: Business Bldg Room 137
Office Phone: 903-566-7213
Email Address: chsieh@uttyler.edu (Best Contact Method)

Office Hours: 11:30 am–12:15 pm, 2 pm-3 pm on Tuesday and Thursday or by appointment

This is an online class. Contact will also be via e-mail. You can expect a response within 24 hours except for those sent on Saturday and Sunday as well as those sent after 5 pm on Friday, when you can expect a response within 48 hours.

Classroom Location: Online
Prerequisites: ECON 2301 or ECON 2302, and ACCT 2301
Recommended Text and References: Financial Calculator - BA II PLUS by Texas Instruments is recommended.

COURSE OBJECTIVES:
1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:
   1. To develop analytical skills relevant to valuation of equity and fixed-income securities.
   2. To learn to combine various securities in order to meet specific investment objectives.

2. COMPETENCIES TO BE DEMONSTRATED IN THIS COURSE INCLUDE:
   1. COMPUTER-BASED SKILLS:
      A. WORD PROCESSING: Required for producing project reports.
      B. SPREADSHEET: Required for data entry and data analysis.
      C. PRESENTATION SOFTWARE: Not demonstrated in this class.
      D. DATABASE MANIPULATION: Required for equity data analysis.
      E. INTERNET SEARCH SKILLS: Required for project and stock research.
   2. COMMUNICATION SKILLS:
      A. WRITTEN
         a. REPORT ORGANIZATION: Required for project reports.
         b. REFERENCING: Required project reports.
      B. ORAL: Not demonstrated in this class.
   3. INTERPERSONAL SKILLS:
      A. TEAM-BASED ABILITIES – INTRA-GROUP AND INTER-GROUP COOPERATION: Not demonstrated in this class.
      B. LEADERSHIP: Not demonstrated in this class.
      C. CONFLICT RESOLUTION: Not demonstrated in this class.
   4. PROBLEM SOLVING (CRITICAL THINKING):
      A. CONCEPTUAL THINKING: Required in class discussion dynamics.
3. OUTCOMES FOR STUDENTS TO SUCCESSFULLY COMPLETE THIS COURSE INCLUDE:

1. Understand the securities valuation process, using appropriate valuation techniques under appropriate circumstances.
2. Be able to form portfolios based on investor risk preferences and other constraints.
3. Be familiar with the fiduciary responsibility to the client as an investment analyst

Course Structure:
To achieve course goals, students will be required to:

1. Watch Tegrity lectures and read Powerpoint course slides and textbook chapters.
2. Visit course Blackboard regularly.
3. Take every test.
4. (Bonus) Perform a minimum of 20 trades in VSE trading.

Course Evaluation Methods
This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

1. Four tests: The lowest test score will be dropped from the computation of your course grade.

Online tests will be designed to measure students’ knowledge and understanding of course material. Tests will generally cover the topics discussed or presented in class, however, other material may be identified as exam material when appropriate.

Once you begin a test, you will be given a certain amount of time, depending on its length, to complete it. You can take the test at any time during the test period. Note that you are allowed only ONE attempt per test so please make sure you study the module material thoroughly before you begin and can devote sufficient time to complete the test. **Unless specified otherwise, each test period generally begins at noon on Sunday and ends at midnight on Thursday.** Please note that each module and its test will be only available for a limited time so check the course calendar and plan accordingly. If you cannot finish a
test because of factors outside of your control such as a blackout or computer crash, you may ask the instructor for **only one other** chance to take the test **only** if fewer than 50% of the questions have been answered. For all other cases, including situations where the instructor is not able to re-set your test (because the request came too close to the deadline) your grade will be prorated based on your performance on the portion of the test completed. As an example, if you manage to complete 60% of the test when something prevents you from going any further and you got 70% on the questions you answered, your score will be 70% on the entire test. All material covered in readings, slides and Tegrity classes are considered fair game for tests. You are advised to begin each module by watching the Tegrity class introducing the topic and then read the Powerpoint slides and the assigned chapter(s) in course text for a more in-depth understanding of the topic. But Tegrity classes and Powerpoint slides are no substitute for reading the text.

2. Virtual Stock Exchange (VSE) Trading (10 bonus points): Open an account at [http://vse.marketwatch.com/Game/Homepage.aspx](http://vse.marketwatch.com/Game/Homepage.aspx). It’s free. You play with fake money but real stocks. Start trading and have fun! You can check on your performance, transaction history and your ranking as compared to other players of the game at any time.


Each student will start with a $100,000 portfolio. **Trading will begin on Monday, September 26th and end on Friday, November 11th.** As this is a learning tool and you cannot learn without actually trading, to receive 10 bonus points, **each student must perform a minimum of 20 trades throughout the trading period.** In order to insure that these trades occur throughout the trading period each student must make at least 3 transactions per week (there are a total of 7 weeks). Failure to meet these minimum trading guidelines, you will receive a grade of zero on the VSE trading assignment.

To begin building your portfolio, first select a specific industry (such as Clothing, Financial Services, Health Care, Restaurants, etc.) that you are interested in and/or believe will perform well in the current economy. From that industry, you will pick a specific company that you will follow throughout the semester. See “**Investment Strategy**” posted on the Blackboard for reference.

**Exam policy:**

*Exams and quizzes should be taken as schedule; assignments should be submitted by the due date. No makeup examinations, quizzes, or assignments will be allowed except for documented emergencies (official evidence documents are required). The student should make every effort to contact the instructor prior to the exam. All requests for make-up or accommodation made after the due date for an assignment or deadline for a test will be rejected without any further consideration.*

**WARNING:** Since the lowest test score will be dropped from the computation of your course grade, attempts to change your grade at the end of the semester by asking the instructor to “round up” or by asking for further extra credit **will be ignored.**

**Grading Matrix:**

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Value (points or percentages)</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>4 Tests</td>
<td>4 tests with 100 points each</td>
<td>300</td>
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<tr>
<td>(only 3 of the 4 tests will count)</td>
<td></td>
<td></td>
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<tr>
<td>VSE Trading</td>
<td>Bonus 10 points</td>
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<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>
Grade Determination:
A = 90% or better
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = less than 60%

Blackboard Access
All class materials, course grades, and class announcements will be posted by Blackboard. Your account on Blackboard has already been created automatically by the Blackboard administrator. The Blackboard user name and password combination is the one you use for UT Tyler student email. For more detailed information, please visit UT Tyler’s homepage and click on the link for “Current Students” and follow the link to blackboard. Please contact the Blackboard administrator if you have any problem accessing Blackboard. Students are required to maintain their current e-mail address with Blackboard as it uses this address to send course-related electronic communications.

*If you have issues with blackboard access that may hinder your completion of course assignments or tests, you must contact UT Tyler’s IT Support staff immediately (even on weekends) and get a ticket number. You must also inform the instructor of the issue BEFORE the due date for the assignment or test. Claims of blackboard access problems without a ticket number or ones reported to the instructor after the passing of the deadline will be dismissed without any further consideration. Deadlines may be extended only in case of blackboard system-wide issues reported by the university. All other blackboard-related issues are regarded as personal-level access issues and you must get them resolved without letting them interfere with your coursework. Personal-level access issues are not valid reasons to ask for deadline extension.*

Course Outline
This schedule is subject to change by the instructor. Over the course of the semester, activities and items may be added, removed, or rescheduled in order to provide more information, improve accuracy, enhance learning, or correct errors. Any changes to this schedule will be communicated by instructions in class, announcements in Blackboard, and/or Blackboard email to students.

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TIMELINE</th>
<th>Test Period</th>
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</thead>
<tbody>
<tr>
<td>Introduction and syllabus</td>
<td>Week 1:</td>
<td></td>
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<tr>
<td>Chapter 1: Investments: Background and Issues</td>
<td>08/29/16</td>
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<tr>
<td>Time Value of Money</td>
<td>Week 2:</td>
<td></td>
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<td></td>
<td>09/05/16</td>
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<tr>
<td>Chapter 2: Asset Classes and Financial Instruments</td>
<td>Week 3:</td>
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<tr>
<td></td>
<td>09/12/16</td>
<td></td>
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<tr>
<td>Test 1: Chapter 1, Time Value of Money, Chapter 2</td>
<td>Week 4:</td>
<td>9/18 noon – 9/22 midnight</td>
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<td></td>
<td>09/19/16</td>
<td></td>
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<tr>
<td>Chapter 3: Securities Markets</td>
<td>Week 5:</td>
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<tr>
<td>VSE Trading will begin on Monday, September 26th</td>
<td>09/26/16</td>
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<tr>
<td>Chapter 4: Mutual Funds and Other Investment Companies</td>
<td>Week 6:</td>
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<td></td>
<td>10/03/16</td>
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<td>Chapter 5: Risk and Return: Past and Prologue</td>
<td>Week 7:</td>
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<td></td>
<td>10/10/16</td>
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<tr>
<td>Test 2: Chapters 3, 4, 5</td>
<td>Week 8: 10/17/16</td>
<td>10/16 noon – 10/20 midnight</td>
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<tr>
<td>Chapter 6: Efficient Diversification</td>
<td>Week 9: 10/24/16</td>
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<td>Chapter 7: Capital Asset Pricing and Arbitrage Pricing Theory</td>
<td>Week 10: 10/31/16</td>
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<tr>
<td>Chapter 10: Bond Prices and Yields VSE Trading will end on Friday, November 11th</td>
<td>Week 11: 11/07/16</td>
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<tr>
<td>Test 3: Chapters 6, 7, 10</td>
<td>Week 12: 11/14/16</td>
<td>11/13 noon – 11/17 midnight</td>
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<tr>
<td>Thanksgiving Holiday</td>
<td>Week 13: 11/21/16</td>
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<tr>
<td>Chapter 13: Equity Valuation</td>
<td>Week 14: 11/28/16</td>
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<tr>
<td>Chapter 15: Options Markets</td>
<td>Week 15: 12/05/16</td>
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<tr>
<td>Test 4: Chapters 13, 15</td>
<td>Week 16: 12/12/16</td>
<td>12/11 noon – 12/15 midnight</td>
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**COLLEGE OF BUSINESS STATEMENT OF ETHICS:**

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

**SCHOLASTIC DISHONESTY**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work. Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one’s own work of material that is not one’s own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings. University regulations regarding scholastic dishonesty are available at [http://www.utttyler.edu/housing/ScholasticDishonesty.htm](http://www.utttyler.edu/housing/ScholasticDishonesty.htm). In the event disciplinary measures are imposed on the student, it becomes part of the students’ official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

**STUDENTS RIGHTS AND RESPONSIBILITIES**

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: [http://www.utttyler.edu/wellness/StudentRightsandResponsibilities.html](http://www.utttyler.edu/wellness/StudentRightsandResponsibilities.html)
GRADE REPLACEMENT/ FORGIVENESS
If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.

STATE-MANDATED COURSE DROP POLICY
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the 12th day of class (See Schedule of Classes for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

DISABILITY SERVICES
In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Support Services office in UC 282, or call (903) 566-7079. Additional information may also be obtained at the following UT Tyler Web address: http://www.utttyler.edu/disabilityservices.

STUDENT ABSENCE DUE TO RELIGIOUS OBSERVANCE
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

STUDENT ABSENCE FOR UNIVERSITY-SPONSORED EVENTS AND ACTIVITIES
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

SOCIAL SECURITY AND FERPA STATEMENT:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

EMERGENCY EXITS AND EVACUATION:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do Not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.utttyler.edu/about/campus-carry/index.php.