

COURSE SYLLABUS

Course Prefix & Number	BUS 353	
Course Name	Investments	
Term	Spring	2024

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Dr. Siyuan Fan, Assistant Professor of Finance
Office:	CPS 427
Physical Office Hours:	Tuesday/Thursday: 3:30 – 4:30; Monday 2 – 3
Virtual Office Hours:	Wednesday 12 – 1 (on Zoom); by appointment
E-mail:	sfan@uwsp.edu
Expected Instructor Response Time:	24-36 hours. Please contact me with any questions you may have.

1.2. Course Information

Course Description:	Construct and manage investment portfolios to meet needs of personal and institutional investors; select securities to balance income, risk, and capital growth
Credits:	3
Prerequisites:	Successful completion of BUS 350 – Principles of Finance

Course format:

For each chapter, materials will consist of 1) PowerPoint Slides, 2) Optional Smart Book Reviews. At the end of every 4-5 chapters, there will be an exam.

PowerPoint Slides: PowerPoint slides used in class will be available on Canvas prior to each class period. You are encouraged to refer to these slides and take notes during class time.

Homework: Online problems (found on McGraw-Hill Connect) will be assigned for select chapters and will be posted at the beginning of each chapter under the Assignments tab in Canvas. Problems are assigned to help students better understand course material. As such, problems are designed to be solved after the chapter has been discussed in class. Students have three attempts to complete each homework assignment. The highest attempted score (not the last score) will be recorded in the gradebook. A late penalty of 25% per day will be given to any homework submitted after the due date.

The two lowest homework scores will be dropped from the final homework average. We will discuss some of the homework problems during class. Whenever possible, I'll announce these problems ahead of time to help students better prepare for the discussion.

Quizzes: Quizzes are meant to help students better understand the concepts studied in each module. The due dates for each quiz will be announced on Canvas (I will send out email reminders as well). As with the homework, students will have three attempts to successfully complete each quiz. The highest quiz score will be retained in the gradebook. No late quizzes will be accepted. The lowest module quiz score will be dropped.

SmartBook Reviews: SmartBook Reviews will be available for each chapter on McGraw-Hill Connect to help students study the material. These reviews are optional but recommended; material from them may appear on exams or quizzes.

Review work sheets: Review work sheets/problems sets, and review sessions will be provided before each exam. Review work sheets will not be graded but highly recommended before the review session.

Exams: Each of the three exams will consist of problems and/or multiple-choice questions. Exams will be based on lectures, assigned readings, SmartBook Reviews, Review work sheets and assignments.

1.3. Textbook & Course Materials


Required Text(s):	<i>Fundamentals of Investments</i> , 9 th ed., by Jordan, Miller, and Dolvin, McGraw-Hill, 2021 Access to McGraw-Hill Connect (additional fee)
Other Required Materials / Applications:	<ul style="list-style-type: none"> • A business/financial calculator capable of computing such things as present values, internal rate of return, yields to maturity and future values. Texas Instruments BA II+ is recommended.

1.4. Course Technology

Course Website:	Canvas
Other Websites:	McGraw-Hill connect
Course Delivery:	In person; 12:30 – 1:45 Tuesday/Thursday, CCC 304

Delivery Mode Changes: Changes to course delivery may occur at any time during the term to address public health and safety concerns.

Canvas Support:

Click on the HELP button () in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question
Submit a question to your instructor
 - Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.

- Chat with Canvas Support (Student)
Live Chat with Canvas Support 24x7!
 - Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
- Contact Canvas Support via email
Canvas support will email a response
 - Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone
Find the phone number for your institution
 - Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
- Search the Canvas Guides
Find answers to common questions
 - Searching the [Canvas guides](#) connects you to documents that are searchable by issue. You may also opt for [Canvas video guides](#).
- Submit a Feature Idea
Have an idea to improve Canvas?
 - If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.

Self-train on Canvas through the Self-enrolling/paced [Canvas training course](#).

UWSP Technology Support:

The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit: [IT Service Desk](#).

For technology instruction sheets, online support videos, and other related resources, go to: [UWSP Online Student Support](#).

The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit: [Tech Essentials Training](#).

Additional tools designed to help students taking online or hybrid courses can be found at: [UWSP Online Student Orientation](#).

2. LEARNING OUTCOMES

2.1. Course Goals

- To familiar students with basic investment concepts and the financial marketplace.

2.2. Course Learning Objectives

- To become familiar with basic investment concepts, and techniques.
- To understand the objectives of financial market investors as they relate to investment decisions.
- To gain basic knowledge of the financial marketplace (i.e., risk, return, instruments, terms, efficient market hypothesis and financial institutions)

Sentry School of Business and economics Program Assurance of Learning Objectives

1. *Students will be able to apply core concepts, models and methods from business, accounting, and economics in identifying and solving problems.*
- 2a. *Students will be able to appreciate the importance of behaving professionally and ethically*
- 2b. *Students will be able to work effectively with others in team settings*

Bus 353 learning Outcomes

- Relate working knowledge of financial markets, including factors influencing stock market performance and the relationship between risk and return.
- Illustrate working knowledge of the investment process.
- Illustrate the time value of money through bond valuation.
- Relate working knowledge of private equity funds and common stock valuation techniques.
- Evaluate portfolio performance and optimization (The efficient frontier)
- Determine the value of finance derivatives, namely future and options

2.3. Academic Unit

SBE Mission:

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

**Accreditation
Commitment:**

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

3. COURSE POLICIES

3.1. Attendance

Attendance and participation are expected. Attendance will be taken periodically and participation will be assessed based on class discussion and group problem-solving. This component is worth 5% of your final grade.

3.2. Late Work

Assignments submitted late will receive a 25% penalty per day. If the homework is 4 days late or later, the grade will be a zero. The two lowest homework scores will be dropped. No late quizzes will be accepted.

3.3. Etiquette/Netiquette

“Normal” protocol applies! Please treat everyone in the class with respect. Refrain from using your phone for personal reasons during class time. It’s disrespectful and impedes the learning process.

4. GRADING

4.1. Grading Scheme

Letter Grade	Percentage Range (x = your score)				
A	92.0%	≤	x	≤	100.0% (or other max)
A-	90.0%	≤	x	≤	91.9%
B+	87.0%	≤	x	≤	89.9%
B	82.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	81.9%
C+	77.0%	≤	x	≤	79.9%
C	72.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	71.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%

4.2. Grading Notes (if provided)

Curving Up to a 75% Class Average May be Utilized

4.3. Points Available

Points (if provided)	Percent (if provided)	Item Description	Gradebook Category (if provided)	Category Percent (if provided)
	22%	Exam 1	Exams	
	22%	Exam 2	Exams	
	22%	Exam 3	Exams	
	22%	Assignment problems	Homework	
	3%	Quizzes	Quizzes	
	4%	Project	Project	
	5%	Attendance and participation	Attendance	
	100%	TOTAL		

5. COURSEWORK DESCRIPTIONS & COMMENTARY

5.1. Exams and Quizzes

- There are three exams throughout the semester. Exam percentages are 22% each. Exams will be taken in class, partially on McGraw-Hill Connect. Students will be able to use a calculator and an equation sheet for the exams. Exams must be taken in class on exam days unless the student has a medical excuse. There will be a review prior to each exam. **Students copying, using websites such as Chegg, or supplying answers to others during an exam are subject to academic misconduct.**
- There will be three quizzes throughout the semester. All quizzes will be held online on McGraw Hill Connect. No late quiz submissions will be accepted.

5.2. Smart Book Review

- *Smart Book* review on McGraw-Hill *connect* (recommended) may be taken for unlimited practice (**recommended**), **but will not count toward the final grade.**

5.3. Assignments

- Homework assignments for select chapters will be completed for a grade on the McGraw-Hill Connect website. In total, these assignments are worth 22% of the final class grade. The lowest two assignments will be dropped. In addition, there will be a project, which accounts for 3% of this class.

5.4. Smiley Professional Events – This section applies only to courses requiring Pro Events

- [This course doesn't require Pro Events Credits](#)

6. SCHEDULE

6.1. Dates and Deadlines

Below is the tentative course schedule for the class. All provided course schedules are organized by week number in accordance with the official UWSP Academic calendar. Homework due dates for each chapter will be listed on the Canvas website. A direct link to the UWSP Academic calendar can be found here: [UWSP Academic Calendar](#).

<i>Week of:</i>			
<u>Tuesday</u>	<u>Topics</u>		<u>Thursday</u>
Jan. 23	Intro / Ch. 1		Jan. 25 Ch. 1 / 2: History of Risk and Return
Jan. 30	Ch. 2: The Investment Process		Feb. 1 Ch. 2: The Investment Process Cont'd
Feb. 6	Ch. 3: Security Types		Feb. 8 Ch.3 / Ch.4: Mutual Funds
Feb. 13	Ch. 4: Mutual Funds		Feb. 15 Exam 1 Review
Feb. 20	Exam 1 (Ch. 1-4)		Feb. 22 Ch. 5: The Stock Market
Feb. 27	Ch. 5: The Stock Market		Feb. 29 Ch. 6: Common Stock Valuation
Mar. 5	Ch. 6: Common Stock Valuation		Mar. 7 Ch.7: Stock Price Behavior
Mar. 12	Ch.7: Stock Price Behavior		Mar. 14 Exam 2 review (Ch.5, Ch.6, and Ch.7)
Mar. 19	Spring Break		Mar. 21 Spring Break
Mar. 26	Exam 2 (Ch. 5, Ch.6, Ch.7)		Mar. 28 Ch. 11: Diversification
Apr. 2	Ch. 11: Diversification: Efficient Frontier and asset allocation		Apr. 4 Ch. 12: Return/Risk
Apr. 9	Ch. 12: Security Market Line (SML)		Apr. 11 Ch. 13: Performance Eval.
Apr. 16	Ch. 13: Performance Eval.		Apr. 18 Ch. 14: Forward Contract
Apr. 23	Ch.14: Futures Contract		Apr. 25 Ch. 15: Options preliminaries
Apr. 30	Ch.15: Options Contract		May. 2 Ch.15: Options Contract: Hedging and Speculating
May. 7	Exam Review Part I		May. 9 Exam Review Part II

May. 14	Final: 8:00am – 10am		
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7. OTHER ADMINISTRATIVE DETAILS

7.1. ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: [UW Legal and Policy Information](#).

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability Resource Center (DRC) to complete an Accommodations Request form. The DRC is located in room 108 in the Collins Classroom Center (CCC). For more information, call 715-346-3365 email drc@uwsp.edu, or visit: [Disability Resource Center](#)

7.2. Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit: [Equal Opportunity Human Resources](#)

7.3. SBE Inclusivity Statement

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it. To do so, first go to the [Hate Bias Response Team website](#), then click the button that corresponds to the appropriate campus, and finally complete and submit the report. You may also contact the Dean of Students office directly at dos@uwsp.edu.

Further information on UWSP's commitment to an inclusive campus can be found here: [Equity, Diversity, and Inclusion](#)

7.4. Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: [Chapter UWS 22 Accommodation of Religious Beliefs](#).

7.5. Help Resources

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 234 Collins Classroom Center (CCC). For more information, call 715-346-3568 or visit: [Tutoring-Learning Center \(TLC\) at UWSP](#).

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: [UWSP Student Health Services](#).

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: [UWSP Counseling Center](#).

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. Responding to students with care, concern, and resources is critical in supporting the success of our students and campus community, and therefore the Dean of Students maintains a list of resources that can provide support for a wide variety of situation. That list can be found here, [Dean of Students Resources](#). Moreover, the Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. Simply put, the Dean of Students is here to help. If you are ever unsure of what to do or

who to contact, contact the Dean of Students Office at 715-346-2611 or visit them online at [UWSP Office of the Dean of Students](#).

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: [UWSP Dean of Students Anonymous Reports](#).

7.6. Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to: [UWSP Emergency Guidebook pdf](#).

7.7. UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: [UWSP Community Bill of Rights and Responsibilities](#).

7.8. University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at: [University Attendance Policy](#).

7.9. University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at: [University Drop Policy](#).

7.10. Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: [Chapter UWS 14 Student Academic Disciplinary Procedures](#).

7.11. Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading

scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at: [UWSP Grade Reviews/Appeals](#).

7.12. Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: [UWSP Non-Academic Misconduct](#).

7.13. Confidentiality

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: [UWS Digital Learning Environment External Application Integration Requests](#). Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Policies for tool used at UWSP be found at: <https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx>

Here are steps you can take to protect your data and privacy:

- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at: [Terms of Use and Privacy Policies for Tools Used](#)

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.14. Intellectual Property - A Guide to Student Recording & Sharing Class Content

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.15. Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.16. Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.