

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**FSMA 301 – PERSONAL FINANCE**

**CIP Code: 52.0804**

*For assistance determining CIP Code, please refer to this webpage*

*<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>*

*or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)*

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**Updated By: Umesh Kumar**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT**

**FALL 2024**

A. **TITLE:** Personal Finance

B. **COURSE NUMBER:** FSMA 301

C. **CREDIT HOURS:** Three lecture hours per week for 15 weeks (3 credits)

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:** None

F. **SEMESTER(S) OFFERED:** Fall

G. **COURSE DESCRIPTION:** This course provides broad coverage of personal financial decisions. Topics covered includes basic financial planning, tax issues, managing savings and other liquid accounts, credit management, insurance, managing investments and retirement planning. Knowledge of financial products, analytical tools, and economic analysis are cultivated in the context of setting personal financial goals and measuring progress.

H. **PRE-REQUISITES/CO-COURSES:**

a. Pre-requisite (s) - Junior level status in Financial Services or permission of the instructor

b. Co-requisite (s): None

c. Pre- or co-requisite (s): None

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
a. Evaluate and compare short-term and long-term investments available to individuals	1	None	2 [CA]
b. Formulate financial goals and develop plans to achieve them for different life stages	2	None	2 [CA]
c. Formulate investment strategy in response to external environmental opportunities and threats	2	None	3.[IM]
d. Perform budgeting and tax planning, and utilize various types of insurance plans to maximize individual welfare	6	None	3 [IM]

<b>KEY</b>	<b><u>Institutional Student Learning Outcomes</u></b> <b><u>[ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>

J. **APPLIED LEARNING COMPONENT:** Yes\_\_\_X\_\_\_ No\_\_\_\_\_

K. **TEXTS:**

*Personal Finance: Turning Money into Wealth*, 8th Edition by Arthur J Keown, ISBN-13: 9780134730363, Pearson Publication.

L. **REFERENCES:**

Kapoor, J.R., Dlabay, L.R., Hughes, R.J. *Personal Finance*, 10 e, Mcgraw-Hill/Irwin Series in Finance, Insurance and Real Estate

M. **EQUIPMENT:** Technology enhanced classroom, access to company financial statements, yahoo finance, and computer internet access.

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Exams
- Quizzes
- Homework
- Project
- Participation

P. **DETAILED COURSE OUTLINE:**

I: FINANCIAL PLANNING

- A. The Financial Planning Process
- B. Measuring Your Financial Health and Making a Plan
- C. Understanding and Appreciating the Time Value of Money
- D. Tax Planning and Strategies

II: MANAGING YOUR MONEY

- A. Cash or Liquid Asset Management
- B. Using Credit Cards: The Role of Open Credit
- C. Using Consumer Loans: The Role of Planned Borrowing
- D. The Home and Automobile Decision

III: PROTECTING YOURSELF WITH INSURANCE

- A. Life and Health Insurance
- B. Property and Liability Insurance

IV: MANAGING YOUR INVESTMENTS

- A. Investment Basics
- B. Securities Markets
- C. Investing in Stocks
- D. Investing in Bonds and Other Alternatives
- E. Mutual Funds: An Easy Way to Diversify

V: LIFE CYCLE ISSUES

A. Retirement Planning

B. Estate Planning: Saving Your Heirs Money and Headaches

C. Fitting the Pieces Together

Q. **LABORATORY OUTLINE:** None