

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



COURSE OUTLINE

FSMA 301 – PERSONAL FINANCE

Prepared By: Umesh Kumar

SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT

April 2015

A. **TITLE:** Personal Finance

**B. COURSE NUMBER:** FSMA 301

**C. CREDIT HOURS:** (3)

**D. WRITING INTENSIVE COURSE:** No

**E. COURSE LENGTH:** (15 weeks)

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

**G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3  
lecture hours per week

**H. CATALOGUE 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.

**I. PRE-REQUISITES/CO-COURSES:** Junior level status in Financial Services or permission of the instructor.

**J. STUDENT LEARNING OUTCOMES:** By the end of this course, students are able to:

<b><i>Course Objective</i></b>	<b><i>Institutional SLO</i></b>
<b>a. Evaluate and compare short-term and long-term investments available to individuals.</b>	<b>2. Crit. Thinking 3. Prof. Competence</b>
<b>b. Formulate financial goals and develop plans to achieve them for different life stages.</b>	<b>2. Crit. Thinking</b>
<b>c. Formulate investment strategy in response to external environmental opportunities and threats.</b>	<b>2. Crit. Thinking</b>
<b>d. Perform budgeting and tax planning, and utilize various types of insurance plans to maximize individual welfare.</b>	<b>2. Crit. Thinking 3. Prof. Competence</b>

**K. TEXTS:**

Koewn, A.J. (2015). *Personal Finance: Turing Money into Wealth*, 7<sup>th</sup> edition, ISBN-13: 9780133856439 by Prentice Hall

**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. MEASUREMENT CRITERIA:**

- Exams
- Quizzes
- Homework
- Project
- Participation

**P. DETAILED 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**