

ECO 1307 01E The Economics of Personal Finance Fall 2025

Instructor: Dr. Lirong Liu

Classroom: BA 258

Lecture time: MWF 11:00 – 11:50 AM

Office: BA 319

Office Hours: M 9:30-10 AM, 12:00-2:00 (Commerce); WF 8:30-10:00 AM (Virtual)

Email: lirong.liu@etamu.edu

Preferred Form of Communication: Please send emails through the MyLeo Online message system only. This will let me know which class you are in and will keep the class more organized. Always make sure the prefix of the course is listed. Example: ECO 1307

Communication Response Time: Emails will be responded to within 48 hours Monday – Friday.

COURSE INFORMATION

Textbook/Materials Required

Personal Finance: Turning Money into Wealth, 9th Edition, Keown

1. Go to [Personal Finance: Turning Money into Wealth \(pearson.com\)](https://www.pearson.com)
2. Select the eTextbook subscription (Pearson+ for \$10.99/month)
3. Input your Pearson username and password (or click "Create Account" above)
4. Input card info (required).

Course Description

The course is designed to help students become prepared for a financially challenging world and to introduce the concepts and methods of personal financial planning. The financial planning process, the time value of money, taxation, credit, housing insurance, employee benefits, family economics and building a personal financial plan will be explored. The course is designed to integrate subject matter into a comprehensive format enabling students to understand and demonstrate the ability to develop a personal financial plan and to increase financial literacy. Special Projects include the students reviewing their credit report, creating a debt

repayment plan, monitoring their spending habits, identifying their retirement needs and understanding the need for insurance and estate planning.

Student Learning Outcomes

1. Recognize personal money management beliefs and attitudes, psychological factors related to personal money management, and behavioral economic applications and explain their importance in personal finance.
2. Construct SMART financial goals and identify opportunity costs and positive and negative financial behavior; analyze decision-driven outcomes related to financial goals.
3. Examine the significance of macroeconomic factors (workforce factors, interest rates, inflation), human capital, professional development, and networking and its important link to personal money management.
4. Develop and analyze personal financial statements, (budget, income statement, and balance sheet), create time-value of money calculators in Microsoft Excel™, and interpret personal financial ratios.
5. Examine the different types of loans available and recognize the importance of personal credit, the side-effects related to debt, and the importance of consumer protection laws.
6. Identify personal risk management and implement appropriate strategies to minimize risks including the use of insurance.
7. Recognize the foundation of the U.S. personal income tax formula, calculate tax liability or refund, and select the appropriate amount of money to withhold for tax purposes.
8. Examine risk and return pertaining to personal investments and differentiate investments options. Also, recognize the importance of diversified long-term investment strategies and identify mutual funds through analysis.
9. Estimate the amount needed to retire and how using retirement plans, employer matching, and compound interest work together in achieving financial independence.
10. Identify the important estate planning documents (wills, trusts, and powers of attorney) and choose the most appropriate document to use in specific situations.

COURSE REQUIREMENTS

This course is face-to-face course offering. It is expected that students attend regularly. Attendance will be taken. Students are expected to read the assigned chapters in the textbook, watch additional videos, and review other instructional resources. **Students should commit between 6-9 hours of study time per week at a minimum (not including lectures).**

Students will be assigned a weekly quiz in D2L to acquire a basic understanding of the learning objectives. All quizzes are due by Sunday at 11:59 PM (unless told otherwise). There will be 3 exams and a comprehensive final in the course. See the course schedule for more details with regards to due dates. The professor may or may not offer extra credit assignments.

The professor will not repeat questions that can be found within the syllabus. Furthermore, the professor will not answer questions regarding the class or content that have been addressed in lectures and/or e-mails to the course.

Exams

Exams will be conducted during the week assigned. The professor will notify the students of the exact day of the week during the course. **There are no makeup exams.** If a student misses one exam due to a valid, documented excuse, the comprehensive final exam score will replace the missed exam.

Weekly Quizzes

The weekly quizzes provide students with an opportunity to gauge their understanding of material and the course learning objectives. Students will be assigned weekly quizzes within D2L. These are to be completed individually. Quizzes are due on Sunday at 11:59 PM after they are assigned. The quizzes are not timed and can only be submitted once. The lowest two quiz scores will be dropped.

Final Grades

Final grades in this course will be based on the following scale:

Exam 1	20%	A = 90%-100%
Exam 2	20%	B = 80%-89%
Exam 3	20%	C = 70%-79%
Quizzes	30%	D = 60%-69%
Att/Part	10%	F = 59% or Below
Total	100%	

COURSE OUTLINE / CALENDAR

Week	Dates	Chapter	Due	Talking Points
1	8/25-8/31	1 & 2	Academic Honesty Q1	The Financial Planning Process / Financial Health
2	9/2-9/7	3 & 5	Q2	Time Value of Money / Cash Management
3	9/8-9/14	6 & 7	Q3	Credit / Credit Cards / Loans / Debt
4	9/15-9/21	6 & 7	Q4 Exam 1	Chapters: 1, 2, 3, 5, 6, and 7
5	9/22-9/28	8	Q5	Purchase Decisions: The Home and Automobile Decision
6	9/29-10/5	9	Q6	Risk Management: Life/Health/Disability Insurance
7	10/6-10/12	10	N/A	Risk Management: Property and Liability Insurance
8	10/13-10/19	10	Q7 Exam 2	Chapters: 8 - 10
9	10/20-10/26	4		Tax Planning
10	10/27-11/2	4/ 11	Q8	Tax/Planning / Investment Basics
11	11/3-11/9	11/14		Investment Basics / Mutual Funds and Exchange Traded Funds
12	11/10-11/16	14	Q9	Mutual Funds and Exchange Traded Funds
13	11/17-11/23	15		Retirement Planning
14	11/24-11/25	16	Q10	Estate Planning
15	12/1-12/7		Exam 3	Chapters: 4, 11, 14-16
16	12/10	ALL	Final	Note: Comprehensive – all chapters Will be proctored!

Note: This schedule is simply a guide and the professor has the right to change due dates if necessary. Students are responsible for updated due dates and can find updates via D2L announcements and e-mails.

ACADEMIC INTEGRITY

The College of Business is committed to maintaining the integrity and respectability of degrees conferred and course credit earned through our department. Academic dishonesty restricts the understanding of subject material by the perpetrator, distracts and discourages other class members, and reduces the value of the economic signal of degrees conferred through Texas A&M University-Commerce.

Whether courses are online, face-to-face or hybrid combinations; the faculty, staff and student members of the College of Business are committed to protecting the integrity of our courses, regardless of the delivery method.

Students are required to electronically sign an Academic Honesty Policy for this course. This document can be found within D2L. **A student who breaches the policy will receive a zero for all assignments. A student that commits academic dishonesty with regards to an exam will receive an automatic “F” for the course.**

CODE OF STUDENT CONDUCT

Texas A&M University-Commerce has established standards of conduct to create and foster an environment that facilitates student learning and development. Students and University student groups are expected to conduct themselves in a manner that demonstrates respect for the rights and property of others, and that is consistent with the educational goals and mission of the University. This Code of Student Conduct (“Code”) focuses on personal responsibility and accountability for students’ actions and the impact those actions may have on the greater community. The Student Code of Conduct can be found here:

<http://www.tamuc.edu/campuslife/campuservices/studentRights/documents/Code%20of%20conduct%20in%20english.pdf>

Students are expected to be professional, courteous, and respectful at all times.

OFFICE OF STUDENT DISABILITY RESOURCES AND SERVICES

Texas A&M University-Commerce Gee

Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution.

Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version (s)	Maintenance Browser Version (s)
Microsoft ® Edge	Latest	N/A
Microsoft ® Internet Explorer ®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - 512 MB of RAM, 1 GB or more preferred
 - Broadband connection required courses are heavily video intensive
 - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed. JavaScript
is enabled. Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
 - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (version 17 or later)
<https://get.adobe.com/flashplayer/>
 - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
 - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to



submit an issue via email.

System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

ADA Statement

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Statement on Campus Concealed Carry

Texas Senate Bill – 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M- Commerce Rule 34.06.02R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.