

ECO 1307 The Economics of Personal Finance
FALL 2026

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Drop in hours: Tuesdays & Thursdays at 8:15–10:45 am (Office)
Tuesdays at 7:00 pm Virtual
or by appointment
Classroom: BA 256
Lecture times: MW 2:00 pm – 3:15 pm
Text: Personal Finance: Turning Money into Wealth,
8th Edition, Keown
ISBN-13: 9780134730363

Preferred Form of Communication: Email Communication
Please communicate with me only through the MyLeo Online messaging system. Using MyLeo allows me to identify your course quickly and keeps course communication organized. When sending a message include the course prefix and section in the subject line Begin your email with a professional salutation and your message with your full name so I can easily identify you.

Important Dates: Please refer to the academic calendar at <https://calendar.tamuc.edu/academic>

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.

COURSE OUTLINE

CH 1& 2: The Financial Planning Process / Financial Health

CH 3 & 5: Time Value of Money / Cash Management

CH 6 & 7: Credit / Credit Cards / Loans / Debt

EXAM 1 Chapters 1, 2, 3, 5, 6, and 7
Wednesday, September 23

CH 8 Purchase Decisions: The home and Automobile

CH 9 Risk Management: Life/Health/Disability Insurance

CH 10 Risk Management: Property and Liability Insurance

EXAM 2 Chapters 8, 9, and 10
Wednesday, November 4

CH 4 Tax Planning

CH 11 Investment Basics

CH 14 Mutual Funds and Exchange Traded Funds

CH 15 Retirement Planning

CH 16 Estate Planning

Final EXAM— Comprehensive
Monday, December 7 1:15 pm – 3:15 pm

NOTE: This outline is only a guide and is subject to change! Students are responsible for updated due dates. Check your e-mail and D2L announcements every day

GRADES AND ADMINISTRATIVE MATTERS:

Grading: This course is an online course offering. It is expected that students log on to the D2L learning system every day. This course relies solely on the D2L learning system. You should use the system to follow announcements, email your professor, and follow up with new material.

Absolutely no late work will be accepted without penalty unless arrangements have been made with the professor before the due date. This applies to all quizzes, exams, etc. It is possible (not guaranteed) that curves will be given on exams. Students should commit between 6-9 hours of study time per week at a minimum.

Exams: Exams will be conducted online during the day assigned. You will have a window to complete the quizzes, exams, and other assignments. The professor will notify the students of the details. There are no makeup exams.

The grades will be based on discussion and homework (40 points), three exams (60 points). There will be no early exams and no make-up exams. An exam that is missed will be considered an F, unless your professor is notified prior to the exam and the excuse is a legitimate medical one or officially approved. Regardless of the excuse, if you miss two tests you will automatically fail the class. Late assignments and projects will not be accepted. Course grades will be assigned as:

90 – 100 %	A
80 – 89 %	B
70 – 79 %	C
60 – 69 %	D
Below 60 %	F

HELPFUL HINTS

Reading the assigned materials, turning in assignments, being in constant communication with your instructor, checking the school email regularly are very important learning tools. You will be expected to come to class prepared.

RULES, REGULATIONS AND OTHER STUFF

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See Student Guidebook). Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

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.

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:

Office of Student Disability Resources and Services
Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835, Fax (903) 468-8148
StudentDisabilityServices@etamu.edu

Website: Office of Student Disability Resources and Services

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

PLAGIARISM Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an “F” for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else’s writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term “plagiarism”, or if you have difficulty summarizing or documenting sources, contact your professor for assistance.

STUDENT WORKLOAD University graduate students are expected to dedicate a minimum of *90 clock hours* during the term/semester for a 3SH course delivered online.

Nondiscrimination Notice East Texas A&M University 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.

Campus Concealed Carry Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University 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 East Texas A&M University Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to 10

((<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 East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

ACCESS AND NAVIGATION

This course will be facilitated using D2L, the learning management system used by East Texas A&M University. To get started with the course, go to <http://www.tamuc.edu/myleo.aspx>. Click on the app tab after logging in. D2L can be found on the app page toward the bottom of the page. You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

Browser support D2L is committed to performing key application testing when new browser versions are released. 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. 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

Microsoft®/Internet Explorer is not supported

For Mozilla® Firefox® Google® Chrome™ Apple® Safari® use the latest versions.

Tablet and Mobile Support

*Android™ Android 4.4+ Chrome Latest version

*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:

- o 512 MB of RAM, 1 GB or more preferred
- o Broadband connection required courses are heavily video intensive
- o Video display capable of high-color 16-bit display 1024 x 768 or higher resolution •

You must have a:

- o Sound card, which is usually integrated into your desktop or laptop computer
- o Speakers or headphones.
- o *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>

• 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:

- o Adobe Reader <https://get.adobe.com/reader/> 8
- o Adobe Flash Player (version 17 or later) <https://get.adobe.com/flashplayer/>
- o Adobe Shockwave Player <https://get.adobe.com/shockwave/>
- o Apple Quick Time <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.

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.