

Bergen Community College
School of Business, Social Science and Public Service
Department of Business, Accounting and Finance
Departmental Policy Syllabus
BNF-202 Asset Management

Semester and Year	
Course and Section	
Meeting Days/Times	
Class Location	
Instructor	
Office Location	
Office Hours	
Phone	
E-Mail Address	

Course Description	<p>BNF 202- Asset Management provides an overview of the asset management industry, the products and services it provides, and how assets management professionals can help potential and existing customers. Principal topics covered are: types of assets, investment vehicles, agencies, wills and the probate process, customer relationships, guardianships and Powers of Attorney, personal trusts and selling, hedge funds, marketing and competing.</p> <p>3 Credits (3 lecture hrs. 0 lab hrs.) Prerequisites: BNF-101 or BUS 101</p>																						
Student Learning Objectives And Means of Assessment	<p>As a result of meeting the requirements of the course, students will be able to:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th></th> <th style="text-align: center;">Student Learning Objectives</th> <th style="text-align: center;">Means of Assessment</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Evaluate different types of financial instruments.</td> <td>Exams, quizzes, class discussion, projects and presentations</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Define the basic concepts of stocks, bonds, mutual funds, and common trust funds.</td> <td>Exams, quizzes, class discussion, projects and presentations</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Describe the purpose and scope of various risk management techniques</td> <td>Exams, quizzes, class discussion, projects and presentations</td> </tr> <tr> <td style="text-align: center;">4</td> <td>Explain the Prudent Investor Rule and how it relates to investment risk, policy, and responsibility</td> <td>Exams, quizzes, class discussion, projects and presentations</td> </tr> <tr> <td style="text-align: center;">5</td> <td>Understand Wealth Management Planning</td> <td>Exams, quizzes, class discussion, projects and presentations</td> </tr> <tr> <td style="text-align: center;">6</td> <td>Develop strategies for Investment Planning and Portfolio management</td> <td>Exams, quizzes, class discussion, projects and presentations</td> </tr> </tbody> </table>			Student Learning Objectives	Means of Assessment	1	Evaluate different types of financial instruments.	Exams, quizzes, class discussion, projects and presentations	2	Define the basic concepts of stocks, bonds, mutual funds, and common trust funds.	Exams, quizzes, class discussion, projects and presentations	3	Describe the purpose and scope of various risk management techniques	Exams, quizzes, class discussion, projects and presentations	4	Explain the Prudent Investor Rule and how it relates to investment risk, policy, and responsibility	Exams, quizzes, class discussion, projects and presentations	5	Understand Wealth Management Planning	Exams, quizzes, class discussion, projects and presentations	6	Develop strategies for Investment Planning and Portfolio management	Exams, quizzes, class discussion, projects and presentations
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Course Texts	Required Textbook: The New Wealth Management By Harold Evensky, Stephen Horan, and Thomas Robinson. Published by John Wiley & Sons, Inc. Copyright 2012 by CFA Institute. <u>ISBN: 978-0-470-62400-5</u>																																		
Writing and Critical Thinking Requirements:	<p>There is one specific writing requirement. Students are required to demonstrate critical thinking by demonstrating an ability to analyze data and solve problems based on various situations.</p>																																		
Evaluation and Grading Policy:	<table border="1" data-bbox="358 1150 1401 1291"> <tbody> <tr> <td>Papers (3)</td> <td>60 points/percentage</td> </tr> <tr> <td>Class assignments & discussions (CAD*)</td> <td>20 points/percentage</td> </tr> <tr> <td>Team Project and Presentation (TP&P*)</td> <td>20 points/percentage</td> </tr> <tr> <td>Total</td> <td>100 points/percentage</td> </tr> </tbody> </table> <ol style="list-style-type: none"> There will be three papers during the semester. The average score for the papers portion will be <u>60 percent of your final grade</u>. The topics of the papers will be described during the course by the instructor. Makeup Policy: There is no makeup policy for the papers. Instructor will consider offering a substitute cumulative Final Exam at the end of the semester for compelling reasons for a missed exam. This is an <i>active learning environment</i> and students are expected to participate regularly in class discussions and group activities. Discussion will often center on current events relevant to the course. Students are expected to be knowledgeable about current business news. Similarly, case studies, exercises and other activities will be assigned in class for an immediate assessment of student learning. Participation in class discussions and assignments will be worth <u>20 percent of your final grade</u>. There will be one term project assigned. The term project is worth <u>20 percent</u> of your final grade. Projects are required to be typed, double spaced, and in correct academic quality English. Projects will be checked for plagiarism. Instructor will 	Papers (3)	60 points/percentage	Class assignments & discussions (CAD*)	20 points/percentage	Team Project and Presentation (TP&P*)	20 points/percentage	Total	100 points/percentage																										
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	<p>provide details of project and due date during the third week of class.</p> <p>A = 90-100 B+ = 86-89 B = 80-85 C+ = 76-79 C = 70-75 D = 60-69</p>
Course Requirements:	<p>The student is expected to:</p> <ol style="list-style-type: none"> 1. Read the assigned materials prior to the scheduled date; 2. Be reasonable; Turn off all cell phones during course time. 3. Complete quizzes by specified dates; Respond to assigned questions 4. Complete assigned projects by the specified dates; 5. Participate in the class discussion; 6. Stay current with news relevant to the course material; Use related resources as directed by the instructor 7. Students are expected to be knowledgeable about economic/investment news. <p>Expected Behavior:</p> <ol style="list-style-type: none"> 1. Be on time for class 2. Pay attention in class 3. Always come to class prepared 4. Raise your hand first before talking or making a comment in class 5. Do not disturb the class with cell phones (Texting is prohibited in the classroom). 6. Be reasonable
BCC Attendance Policy:	<p>All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.</p>
Attendance Policy in this Course:	<p>Students are expected to attend every class promptly. There will be some daily activities to keep track of attendance and accumulated absences will significantly affect a student's grade. Also, students cannot participate in class discussion and activities if not present and this will also affect the class grade.</p> <p>A letter grade will be deducted from the <u>class participation</u> portion of your final grade for each absence beyond three absences.</p>
Faculty Absence Procedures:	<p>A daily listing will appear in the glass case located in the administrative wing of the main building which indicates all classes which are cancelled. Another listing will appear in the glass case adjacent to the Hotel/Restaurant bulletin board in the East Hall. Students can consult these bulletin boards before going to class. If such a class does not appear on the day's cancellation notice, this information should be conveyed either to the Evening and Saturday Office (L-113) or Division Office (A-306C).</p>
Suspension Of Classes	<p>Students should listen to local broadcast stations in the event of emergencies when classes may have to be suspended; they should not telephone college offices or broadcast stations for information. (See Emergencies in the Catalog's Student Life section)</p>
Other College, Divisional and/or Department Policy Statements	<p>Office of Special Services Special Note:</p> <ul style="list-style-type: none"> • Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: 201-612-5270 or http://www.bergen.edu/pages/676.asp. <p>Student and Faculty Support Services</p>

The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 psimms@bergen.edu
Smart Thinking Tutorial Service	On Line at:	www.bergen.edu/library/learning/tutor/smart/index.asp
The Tutoring Center	Room L-125	201-447-7908
The Writing Center	Room L-125	201-447-7908
The Online Writing Lab	On Line at:	www.bergen.edu/owl
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 www.bergen.edu/oss
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436

Special Note on the Tutoring Center - The Henry and Edith Cerullo Learning Assistance Center encompasses the Tutoring Center, the English Language Resource Center, and the Writing Center. The website of the Learning Assistance Center is located at www.bergen.edu/pages/2192.asp. Tutoring services are available for this course in the Tutoring Center. I strongly recommend that you make use of those services as we progress through the semester. As listed above, the Tutoring Center is located in Room L-125, and its phone number is 201-447-7908. You can also make appointments for tutoring online through the BCC Virtual Campus, which is located at www.bergen.edu/pages/2864.asp. Click on the link for the "Tutoring Appointment System."

Course Outline and Calendar:

Sample Format for Course Outline and Calendar

Note to Students: The following Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.

Week	Date	Chapter	Topic
1			Overview of Course Outline, Policies and Objectives
2			Preface
		1	The Wealth Management Process
		2	Fiduciary and Professional Standards
3		3	Client Goals and Constraints
		4	Risk Is a Four-Letter Word
4		5	Data Gathering and Analysis
5		6	Client Education
		7	Mathematics of Investing
6			Paper I- Chapters 2,3,4,5 and 6
		8	Investment Theory
7		9	Asset Allocation
8		10	Portfolio Optimization
		12	Retirement Planning
9			Paper II- Chapters 7.8.9,10 and 12
		13	Investment Policy Statement
10		14	Portfolio Management
11		15	Performance Appraisal and Evaluation
12		16	Selecting Investment Managers
13		17	Philosophy, Process, and People
14			Paper III- Chapters 13,14,15,16 and 17
15			Stock Market pricing analysis and Economic Environment
			Stock Market Portfolio Building