

FIN 3730 - Investment Planning

Fall 2026 Syllabus, Section 02, CRN 40135,

Credit hours: 3

Instructor

Huaiyu Peter Chen

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Public Instructor Information

Instructor Title: Associate Professor of Finance

Instructor Professional Qualifications: Ph.D. of Finance Syracuse University 2003, Chartered Financial Analyst; Certified Financial Planner.

Instructor Office Location: WCBA 3370

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Course Description

3730. Investment Planning. Introduces topics of investment planning, vehicles, analysis and strategies required in the financial planning process. Discussions are within the context of risk and return, asset valuation, various financial instruments, financial mathematics, asset pricing models and portfolio management. The aim of the course is for students to gain the knowledge to evaluate alternative investment choices in the context of client's financial planning needs. Prereq.: "C" or better in FIN 3720 and 2.5 overall GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Fundamentals of Investing 14th Edition	Smart, Scott	Zutter, Chad

The course ID is chen04146

Please use the following link to purchase myfinancelab materials

<https://mlm.pearson.com/enrollment/chen04146>

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Chapter 1	Investment Environment	Chapter 1 Homework
8/31	Chapter 2	Securities Markets and Transactions	Chapter 2 Homework
9/7	Chapter 3	Investment Information	Chapter 3 Homework
9/14	Chapter 4	Return and Risk	Chapter 4 Homework
9/21	Chapter 5	Modern Portfolio Concept	Chapter 5 Homework
9/28	Midterm Exam and Review		
10/5	Chapter 6	Common Stocks	Chapter 6 Homework
10/12	Chapter 7	Analyzing Common Stocks	Chapter 7 Homework
10/19	Equity valuation	Equity valuation methods	Start to research on your stock to present
10/26	Equity valuation	An example of stock valuation with different methods	Continue on your research
11/2	Chapter 11	Bond Valuation	Chapter 11 Homework
11/9	Students' stock presentations		

11/16	Students' stock presentations
11/23	Students' stock presentations
11/30	Students' stock presentations
12/7	Final Exam

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.