

**AGENDA**  
**Faculty Senate Academic Affairs**  
**March 4, 2008, 3:30 p.m.**  
**K-State Student Union, Room 204**

1. Call to Order
2. Approve February 19, 2008 minutes
3. Course and Curriculum Changes
  - A. Undergraduate Education
    1. Approve the following course changes as approved by the College of Technology & Aviation on November 20, 2007:

**COURSE CHANGES**

Add:

CMST 115 Graphics Software Applications  
CMST 146 Digital Photography  
CMST 306 Digital Media II  
CMST 326 Page Layout and Type  
CMST 336 Digital Media Project

Background: Faculty Senate Executive Committee requested these courses be returned to Academic Affairs for clarification regarding content overlap with courses in another college.

2. Approve the following course and curriculum changes as approved by the College of Business Administration on October 31, 2007 (set #2):

**COURSE CHANGES**

*Department of Finance*

Add:

FINAN 500 Investment Management Concepts (see pages 9-11 of white sheets)  
FINAN 451 Introduction to Integrated Investment Management (see pages 12-16 of white sheets)

*Department of Management*

Add:

MANGT 566 Computer Systems for Finance and Investment Management (see pages 17-22 of white sheets)

*Department of Accounting*

Add:

ACCTG 445 Financial Statement Analysis (see pages 23-27 of white sheets)

*Department of Marketing*

Add:

MKTG 497 Topics in Financial Services Marketing (see pages 28-34 of white sheets)

**CURRICULUM CHANGES**

Add:

Undergraduate Certificate in Integrated Investment Management- **Attachment 1** (see pages 2-8 of white sheets)

**B. General Education – Informational item only**

1. The following courses were approved by the UGE Council for continued UGE status on February 21, 2008:

HORT 256	Human Dimensions of Horticulture
MLANG 297	Honors Introduction to the Humanities I

MUSIC 250	Introduction to Music
POLSC 325	United States Politics
PSYCH 110	General Psychology
PSYCH 202	Drugs and Behavior
PSYCH 280	Psychology of Childhood and Adolescence
SOCIO 665	Women and Crime
SPCH 321	Public Speaking II
SPCH 326	Small Group Discussion Methods

4. Graduation list changes

- A. Approve the December 2007 graduation list as submitted by the Registrar's office.
- B. Approve the following removal from the December 2007 graduation list per the request from the College of Engineering:  
Sarah J. Czerniewski, BS in Architectural Engineering, College of Engineering
- C. Approve the following additions to the December 2007 graduation list:
  - 1. Christopher David Motley, Bachelor of Science, College of Arts & Sciences
  - 2. John Stevens Bostwick, Bachelor of Science in Business Administration, College of Business Administration
  - 3. Kevin Bruce Graham, Bachelor of Science in Business Administration, College of Business Administration
  - 4. Jared Scott Hefley, Bachelor of Science in Business Administration, College of Business Administration
  - 5. Dana Diane McCarthy, Bachelor of Science in Business Administration, College of Business Administration
  - 6. John In Sung Park, Bachelor of Science in Business Administration, College of Business Administration

5. Committee Reports

- A. University Library Committee – Mohan Ramaswamy
- B. Committee on Academic Policy and Procedures (CAPP) – Doris Carroll
- C. Student Senate – Tim Weninger
- D. General Education Task Force – Melody LeHew

6. Old Business

- A. Faculty Senate elections update –  
Primary ballots have been sent out by each unit and are due back March 5<sup>th</sup>.
- B. Course and Curriculum Policy Proposal update
- C. Plagiarism definition update
- D. Substitute for March 31 Exec meeting and April 1 Academic Affairs meeting

7. New Business

8. For the good of the University

9. Adjourn

**Attachment 1**  
**Certificate in Integrated Investment Management**

**SECTION I: PROGRAM DESCRIPTION**

**Educational Objectives:**

The purpose of the Certificate in Integrated Investment Management (hereafter, the Certificate) is to provide an opportunity for students in the College of Business Administration to gain an in-depth knowledge of the field of investment management. The Certificate's curriculum exposes students to the fundamentals of investments and investment management and provides them with a broader business perspective on the investment management industry. Recognizing that the investment management industry, like any other business, has career development opportunities in many different functional areas (accounting, finance, management, marketing, and information technology), it is open to all undergraduate majors within the College.

Students enrolled in the Certificate program will have the opportunity to apply their discipline-specific knowledge to the management of the College's Student Investment Portfolio (SIP). This portfolio, made possible through the generous funding provided by Dennis and Sally von Waaden, has a current market value in excess of \$500,000. It is actively managed by finance majors enrolled in FINAN 653 (Security and Portfolio Analysis). These students make all investment decisions for the portfolio. The Certificate program will allow interested business students from all majors in the College to participate in and interact with the SIP. By integrating the SIP within the Certificate program, students will be able to apply knowledge within their specific functional area (accounting, finance, management, marketing, and information technology) to the management of the portfolio.

Students who have earned this Certificate will be able to distinguish themselves by demonstrating competency in the investment management industry, thereby enhancing their ability to better compete for jobs within the investment management and financial services industries.

**Courses Associated with the Certificate:**

The Certificate in Integrated Investment Management requires a total of 15 credit hours. All students enrolled in the Certificate will take 9 credit hours of the core, and choose six credit hours from eligible electives.

**Integrated Investment Management Core Courses:**

**FINAN 450. Principles of Finance.** (3) I, II, S. Study of the basic principles of finance, including discounted cash flow analysis, risk-return tradeoff, asset pricing models, and financial and real asset valuation. Applications of these concepts to the firm's investment and financing decisions and performance analysis will be discussed. Pr.: ECON 120, STAT 350, and ACCTG 231.

**FINAN 451. Introduction to Integrated Investment Management.** (3) I. This course provides a survey of the investment management industry. The course examines various aspects of the investment management industry including discussions of investment markets, products, companies, and strategies. The course also examines the business of investment management by surveying each of the functional areas of investment management industry: accounting, finance, management, and marketing. The course introduces students to the basics of investment management and the course provides a survey of the legal and ethical environments in the investment management industry.

**FINAN 500. Investment Management Concepts.** (3) I. An introduction and study of the issues and skills involved in successful investment management. This course will survey the role of capital markets, the basics of fundamental and technical analysis, behavioral finance, the basic of financial statements, client development, and management skills necessary for investment management success. Pr.: FINAN 450.

**Elective Courses (Choose two of the following four courses):**

**ACCTG 445. Financial Statement Analysis.** (3) II. This course will develop a student's skills and knowledge in the analysis and interpretation of corporate financial statements and their related footnotes. The class will encourage the student to think logically and creatively about the strengths and weaknesses of accounting information available to investors and shareholders. The main course objective is for the student to be capable of doing an in-depth analysis of a company's financial and operating performance from several financial statements. Pr.: ACCTG 231 and 241, and FINAN 450.

**MKTG 497. Topics in Financial Services Marketing.** (3) On sufficient demand. Discussion and analysis of current issues in the marketing of financial services, including topics related to new theory, the practice of marketing, and marketing applications. Pr.: will vary by topic offered.

**MANGT 566. Computer Systems for Finance and Investment Management.** (3) I. An integrated course examining the interrelationship between finance/investment management and information technology taught using a mixture of theory/concepts and hands-on activities. Topics include spreadsheet design and use in finance and investments, decision support systems and artificial intelligence used in risk analysis, financial database design, and information technologies used to transmit financial and investment information. PR: MANGT 366.

**FINAN 653. Security and Portfolio Analysis.** (3), I, II. The analysis and valuation of securities and the management of investment portfolios. Students analyze the composition of, make buy/sell recommendations for, and evaluate the performance of an actual portfolio. Pr.: FINAN 510 and 520.

*Note:*

1. Finance 450 (Principles of Finance) is currently a part of the undergraduate business core, and all business students are required to complete this course.
2. FINAN 653 (Security and Portfolio Analysis) is currently offered as an elective to finance majors.
3. With the exception of FINAN 450 and FINAN 653, all other courses are new courses proposed specifically for this Certificate.

**Course and Certificate Completion Notes:**

1. Students must earn a minimum of 2.50 grade point average on courses taken to fulfill the requirements of the Certificate in Integrated Investment Management.
2. Students must earn at least 50% of credits that apply to the certificate from Kansas State University or an approved university affiliate of Kansas State University in a foreign country.
3. Students will be able to substitute FINAN 510 and FINAN 520 (both must be completed) for FINAN 500.

**Statement of Need:**

The College of Business Administration has identified integrated investment management as a priority area and seeks to achieve distinction and recognition in this area. To advance this area to regional and national prominence, Dennis and Sally von Waaden have made significant financial commitments in the form of student scholarships, endowed faculty of distinction, and funds for management by the Student Investment Portfolio.

Firms in the investment management industry are significant employers of the College's students. Since 2004, seven of the College's top 25 employers were in the investment management industry. Students who have earned this Certificate will be able to distinguish themselves by demonstrating competency in the investment management industry, thereby enhancing their ability to better compete for jobs within the investment management and financial services industries.

The Certificate in Integrated Investment Management will allow the College to further build on the education successes already realized by having the SIP and by preparing our students for a career in the investment management industry. A recent article in the *Wall Street Journal* (July 14, 2006) noted the growing importance of student investment management within business programs across the country, with more than 200 student managed funds in business colleges. These

funds provide students with an experiential learning opportunity and enable them to gain practical experience managing investment portfolios. This type of practical experience is vital to students as they begin careers in the investment management industry. However, this opportunity is primarily limited to students majoring in finance and in many cases limited to graduate students.

Regionally, eleven of the twelve institutions in the Big 12 have some type of a student managed investment portfolio. Five of these are either restricted to graduate students or have some enrollment requirements for participation in the management of the portfolio. Further, none of these eleven institutions offers cross-disciplinary investment management program. Rather, the focus is on asset selection and management.

The Certificate in Integrated Investment Management has several salient features. It is designed for undergraduate students; it is open to all majors within the College of Business Administration; and it is cross-disciplinary. The courses in the Certificate are designed to emphasize that the successful investment management firm relies on all business functional areas. Applications of specific functional area knowledge to the investment management industry are emphasized. Thus, this Certificate seeks to better prepare the College's majors for a career in this industry.

### **Resource Implications:**

The Certificate in Integrated Investment Management required the development of five new courses. Course development grants were provided to faculty for this purpose. All courses will be staffed by current faculty. Each department will adjust their teaching assignments to be able to offer the course(s) in their departments, staffed by current faculty. Additionally, external funding been raised and will be provided to each department in order to help facilitate the offering of these courses.

### **Effective Date:**

Fall 2008

## SECTION II: STUDENT LEARNING OUTCOMES AND ASSESSMENT PLAN

### Student Learning Outcomes:

The Certificate in Integrated Investment Management is intended for those business majors whose career interests lie in the investment management industry. The required courses are designed to provide these students with the fundamentals of investment management and a broader business perspective of the investment management industry. After completing this certificate, students will be able to:

1. Apply the principles of financial analysis to issues specific to the investment management industry, including the valuation of financial assets using fundamental analysis, the use of technical analysis for asset selection, and trading of assets in financial markets.
2. Describe the role of each of the four major functional areas (accounting, finance, management and marketing) in the investment management firm and illustrate the contributions of these areas to the success of the firm.
3. Explore the legal and ethical environments within which investment management firms operate.
4. Analyze financial statements and show their relationship to security valuation.
5. Identify personal and professional skills necessary for success in the investment management industry.

In addition to three required courses, students seeking the certificate will also choose two elective courses best suited for their personal career choices. These courses are designed to provide further knowledge in specific functional areas.

### Specific Student Learning Outcomes for core courses in the Certificate in Integrated Investment Management:

Core Course	Student Learning Outcomes
<b>FINAN 450 (Principles of Finance)</b>	<ol style="list-style-type: none"><li>1. Describe the objective of the firm.</li><li>2. Conduct basic financial statement analysis.</li><li>3. Use time value of money concepts to evaluate financial and real assets.</li><li>4. Calculate the basic measures of risk and explain the relationship between risk and return.</li><li>5. Calculate a firm's cost of capital.</li><li>6. Explain the effects of financial leverage.</li></ol>
<b>FINAN 451 (Introduction to Integrated Investment Management)</b>	<ol style="list-style-type: none"><li>1. Describe the role of each of the functional areas (marketing, management, accounting, finance, and information technology) within the investment management industry and how those functional areas contribute to the success of an investment management firm.</li><li>2. Describe the legal and ethical environments within the investment management industry.</li><li>3. Become familiar with the different investment management techniques.</li></ol>
<b>FINAN 500 (Investment Management Concepts)</b>	<ol style="list-style-type: none"><li>1. Explain the role of capital markets in investment management.</li><li>2. Conduct fundamental and technical analysis in selecting securities.</li><li>3. Explain how behavioral finance affects prices.</li><li>4. Analyze key financial statements.</li><li>5. Describe the skills necessary to acquire a client base.</li><li>6. Describe the managements skills necessary for personal and professional investment management success</li></ol>

### Assessment Plan

Each of the five Student Learning Outcomes of the Certificate in Integrated Investment Management will be assessed using both direct and indirect measures. All students enrolled in the Certificate program will be assessed in accordance with the plan shown below. Indirect Measures used are:

INDM1: Results from student participation in investment simulation.

INDM2: Student participation in activities such as the investment simulation and their interaction with the Student Investment Portfolio.

INDM3: Survey of graduates with the Certificate to determine how the program helped them prepare for a career in the investment management industry.

INDM4: Survey of employers of graduates with the Certificate to determine the level of preparation provided by the program.

Student Learning Outcome	Direct Measures and Frequency	Indirect Measures and Frequency
1. Apply the principles of financial analysis to issues specific to the investment management industry, including the valuation of financial assets using fundamental analysis, the use of technical analysis for asset selection, and trading of assets in financial markets.	Completion of FINAN 450 and selected test items. Assessed annually.	INDM1. Assessed annually.  INDM3. Assessed every five years.  INDM4. Assessed every five years.
2. Describe the role of each of the four major functional areas (accounting, finance, management and marketing) in the investment management firm and illustrate the contributions of these areas to the success of the firm.	Completion of FINAN 451 and selected test items. Assessed annually.	INDM3. Assessed every five years.  INDM4. Assessed every five years.
3. Explore the legal and ethical environments within which investment management firms operate.	Completion of FINAN 451 and selected test items. Assessed annually.	INDM2. Assessed annually.  INDM3. Assessed every five years.  INDM4. Assessed every five years.
4. Analyze financial statements and show their relationship to security valuation.	Completion of FINAN 500 and selected test items. Assessed annually.	INDM2. Assessed annually.  INDM3. Assessed every five years.  INDM4. Assessed every five years.
5. Identify personal and professional skills necessary for success in the investment management industry.	Completion of FINAN 500 and selected test items. Assessed annually.	INDM2. Assessed annually.  INDM3. Assessed every five years.  INDM4. Assessed every five years.

#### **Process for Using Assessment Plan Results to Improve Student Learning:**

The results of the assessment plan will be discussed annually by the faculty teaching the core courses and electives for the Certificate program. Based on these results, course content will be modified to improve student learning if deemed necessary.