

ACTIVITY 5.1
INVESTOR DOLLARS

\$100	\$100	\$100
\$100	\$100	\$100
\$100	\$100	\$100
\$100	\$100	\$100
\$100	\$100	\$100
\$100	\$100	\$100
\$100	\$100	\$100
\$100	\$100	\$100

ACTIVITY 5.2
ROLE CARDS AND IOUs

<p>You are trying to raise \$300 to buy a new bike in order to expand your already successful paper route.</p> <p>Role Card 1</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Paper route mogul</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Paper route mogul</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Paper route mogul</i></p>
<p>You are trying to raise \$300 to buy a new bicycle in order to hang out with your friends in a bike club.</p> <p>Role Card 2</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future bike club member</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future bike club member</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future bike club member</i></p>

<p>You are trying to raise \$300 for tuition payments to the local art school. Once you finish school, you plan to put your talents to work for Disney Studios as an animator.</p> <p>Role Card 3</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future Disney animator</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future Disney animator</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future Disney animator</i></p>
<p>You are trying to raise \$300 for tuition payments to the local art school. Once you finish school, you plan to put your talents to work as a graffiti artist, “tagging” buildings at night.</p> <p>Role Card 4</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future graffiti vandal</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future graffiti vandal</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future graffiti vandal</i></p>

<p>You are trying to raise \$300 to buy a new lawn mower for your landscaping business. Business has been so good that you need another mower to meet the demand.</p> <p>Role Card 5</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Lawn maintenance mogul</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Lawn maintenance mogul</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Lawn maintenance mogul</i></p>
<p>You are trying to raise \$300 to start a hot chocolate stand you want to open this summer in front of the local pool. You are convinced that, even in the heat of summer, people want the “heartwarming feeling that a good cup of hot cocoa brings.”</p> <p>Role Card 6</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Hot cocoa entrepreneur</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Hot cocoa entrepreneur</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Hot cocoa entrepreneur</i></p>

<p>You are trying to raise \$300 to start an ice cream stand this winter in front of the local outdoor ice skating rink. You are convinced that, even in the cold of winter, people want the “feeling of summer that an ice cream cone covered with sprinkles brings.”</p> <p>Role Card 7</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Ice cream entrepreneur</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Ice cream entrepreneur</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$120 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Ice cream entrepreneur</i></p>
<p>You are trying to raise \$300 to start a t-shirt printing business at your school. You have conducted a survey of your classmates and are convinced that students will eagerly buy your custom designed t-shirts.</p> <p>Role Card 8</p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future t-shirt mogul</i></p>
<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future t-shirt mogul</i></p>	<p style="text-align: center;">IOU:</p> <p>For lending me \$100, I agree to pay you \$110 at the end of the year.</p> <p style="text-align: right;">Signed, <i>Future t-shirt mogul</i></p>

ACTIVITY 5.3

THE ABCs OF BONDS

What Are Bonds?

Imagine that you are in the ice cream store with a friend on a Thursday evening and want to get a hot fudge sundae, but you realize you don't have any cash. You know you'll be getting your paycheck the next day, so you ask your friend to lend you a few dollars so you can have the sundae now. In return for the loan, you agree to pay your friend back tomorrow and buy lunch on Saturday as well. You may even write out the amount owed on a slip of paper, an "I.O.U." Your friend, finding these terms to his liking, lends you the money, and you enjoy a delicious sundae.

Governments and corporations often find themselves short of cash, just as you were on Thursday. One way to generate these needed resources is to issue *bonds*. A bond is similar to an I.O.U. When you purchase a bond, you are lending money to a government, a corporation, or some other entity, known as the bond *issuer*. In exchange for this loan, the issuer promises to pay you a specified rate of interest during the life of the bond and to repay the original loan (referred to as the *face value* or *par value* of the bond) when it comes due at its *maturity date*.

U.S. Government Bonds

When the U.S. government spends more than it collects in taxes, it borrows money by issuing bonds to cover the difference. The bonds issued by the U.S. government are called Treasury bonds. A special type of Treasury bond is a U.S. savings bond. U.S. savings bonds are issued in smaller amounts than other Treasury bonds. They are issued at half the face value and mature at face value at a date determined by the interest rate. For example, a \$1,000 face value U.S. savings bond might sell for \$500 today and, at the date of maturity, be redeemable for \$1,000 (the face value). Treasury bonds and U.S. savings bonds are widely regarded as the safest bond investments, even in times of financial crisis. U.S. bonds are considered safest because they are backed by "the full faith and credit" of the U.S. government; an investor is therefore nearly certain to get paid back. In addition, the interest paid on U.S. government bonds cannot be taxed by state or local governments.

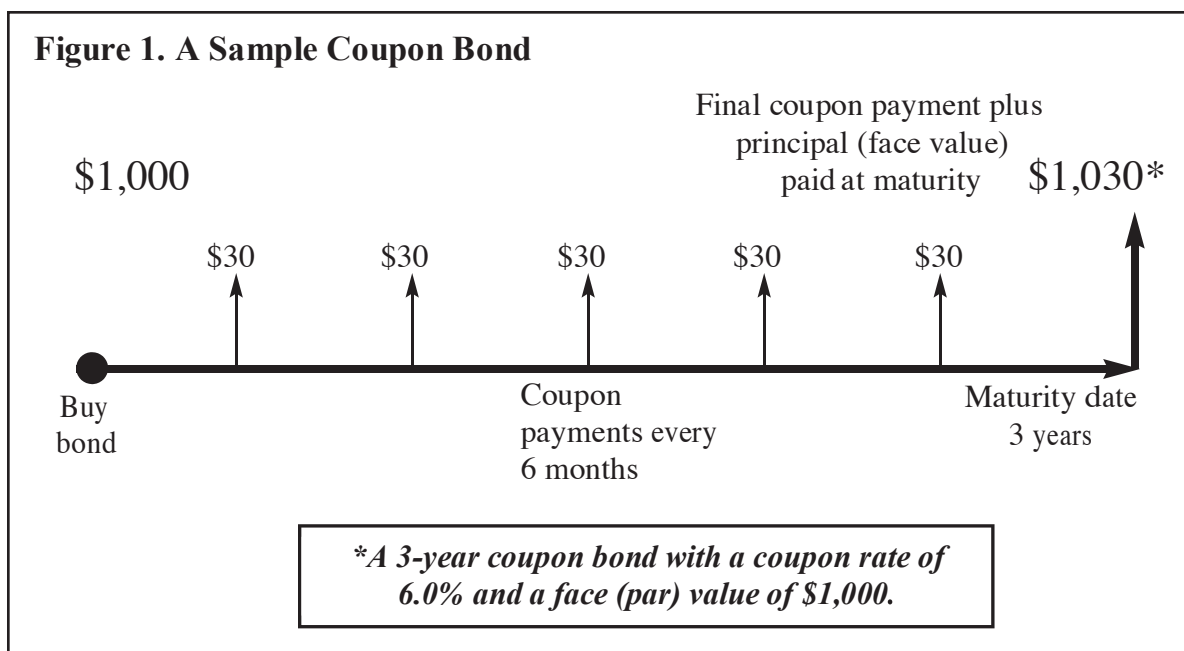
Municipal bonds are issued by states, counties, cities, towns, villages, and other units of local government. These bonds are considered fairly safe, but they are riskier than U.S. government bonds. The risk level for a municipal bond depends on the financial condition of the state or local government that issued it. The interest paid on most municipal bonds is not taxed by the federal government.

Corporate Bonds

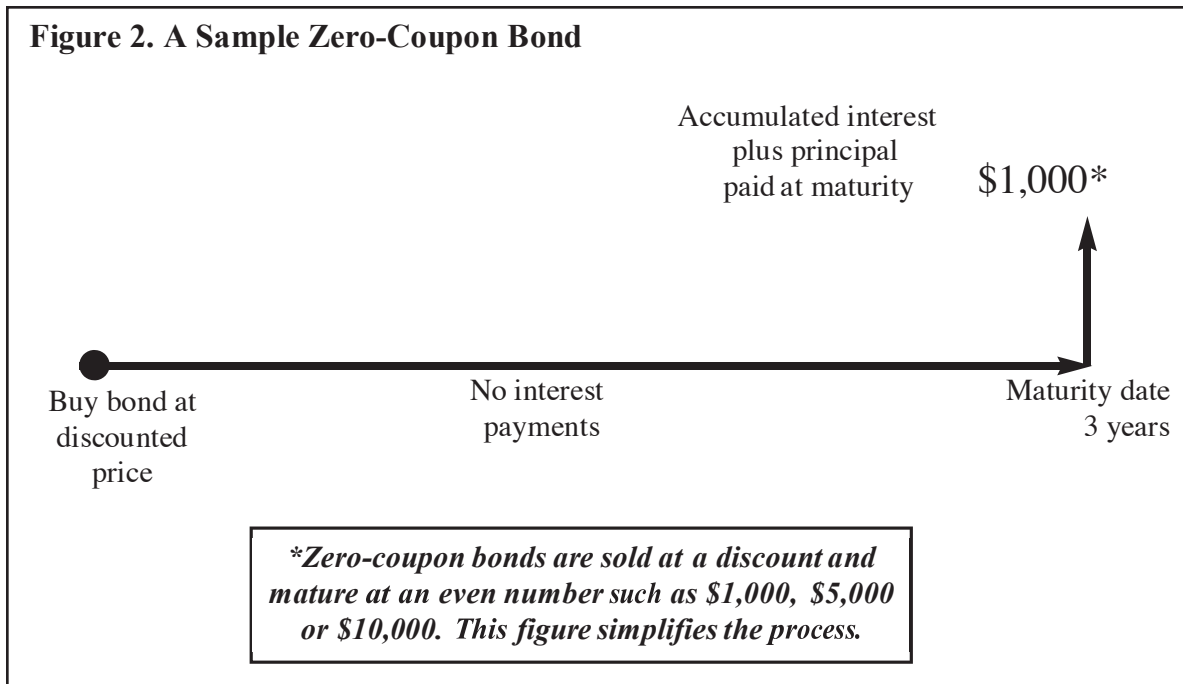
As corporations grow, they often don't generate enough money to pay for the supplies necessary to keep growing. Many corporations issue bonds to pay for new capital equipment or to cover operating expenses. When a company issues bonds, it borrows money from investors in exchange for agreeing to pay them interest on their money at a set date in the future. Corporate bonds are generally riskier than government bonds because even large, stable companies are much more likely to go out of business than the U.S. government. Corporate bonds can also be the most lucrative bonds to invest in, as the investor is generally rewarded for the extra risk undertaken.

How Bonds Work

The most basic bond is called a *coupon bond*. Coupon bonds pay out an interest payment (called the *coupon*) to the investor every six months. The *principal* (also called the *face value* or *par value* of the bond) is paid to the investor at a specified *maturity date*, which can range from a few months to 30 years. These bonds are said to be *fixed-income* securities because the amount the investor receives is set, or fixed, by the coupon rate. Figure 1 presents a timetable showing how coupon payments work.



The other common bond is called a *zero-coupon bond*. Unlike coupon bonds, zero-coupon bonds do not make periodic interest payments to the investor. Rather, investors buy the bond at a reduced face value; then, at the maturity date, investors receive one payment. The payment is equal to the principal of the bond plus the interest that has accumulated during the time the bond has been held by the investor. Someone saving for a small child’s future college expenses might use zero coupon bonds, set to pay off at the beginning of the college years. A U.S. savings bond is an example of a zero-coupon bond. Figure 2 presents a time-table graph showing how zero-coupon bonds work.



Why Buy a Bond?

Over the last 100 years, the stock market has provided, on average, higher returns than other forms of investment. So why not just invest in stocks? Although bonds do not provide the same rate of return as stocks in the long run, they have several characteristics that investors value.

First, safety. Many bonds provide investors with relatively safe investments. Treasury bondholders can be almost certain that they will receive the amount they originally invested, plus interest, and corporate bondholders can have nearly the same certainty. By contrast, investors can lose their entire investment in individual stocks; in fact, that outcome occurs frequently—as it did, for some investors, in the recession of 2007-2009.

Second, regular income. Coupon bonds pay interest to investors at set intervals, and this arrangement can provide valuable income for those who need a regular cash flow—retirees, for example. If someone owned \$100,000 worth of coupon bonds that paid 8 per cent interest annually (that would be \$8,000 per year), one-half of that interest would be sent to the bondholder every six months, providing income to invest elsewhere.

Third, capital gains. Some people buy bonds to earn capital gains. Bond prices tend to change with interest rates. When interest rates fall, bond prices rise. When interest rates rise, existing bond prices fall. Some people buy bonds to make capital gains when interest rates fall. To do this, you must sell a bond at a new, higher price before the maturity date.

Fourth, taxes. Bonds can also provide a tax advantage. When a government issues bonds to raise money to build bridges or roads, the interest investors earn can be tax-exempt. Earnings on U.S. Treasury bonds are exempt from state and local taxes. Earnings on municipal bonds are exempt from federal taxes. Tax exemption can be an important factor for those who are eager to reduce the amount they pay in taxes.

A Review of Bond Terminology

Bond	Bonds are similar to an I.O.U. When you buy a bond, you make a loan to a government or a corporation in return for promised repayment at a specified rate of interest.
Coupon bond	A bond that pays out interest at fixed intervals (usually every six months) over the time the bond is held by the investor.
Coupon	The interest payment on a coupon bond.
Face value	The price an investor pays for a bond (also called par value or principal).
Fixed-income security	An investment in which the amount of income an investor receives is set, or fixed, by the issuer.
Issuer	The entity (government or corporation) that writes the bond purchased by investors.
Maturity date	The date at which the bond matures and the final payment is made to the investor.
Municipal bond	A bond issued by state or local governments.
Par value	The price an investor pays for a bond (also called face value or principal).
Principal	The initial cost of the bond (also known as the par value or face value of the bond).
Zero-coupon bond	A bond whose purchase price is below face value. One payment is made at maturity that includes the principal plus accumulated interest.

ACTIVITY 5.4

A BOND QUIZ

1. What is a bond's coupon rate?
 - a. the value of a bond at its issue date
 - b. the value of a bond at its maturity date
 - c. the percentage interest to be paid by the bond issuer
 - d. the purchase price of a bond
2. A bond's face value may also be called the
 - a. par value.
 - b. coupon.
 - c. maturity.
 - d. final payment.
3. Which of the following is the least risky investment?
 - a. corporate bonds
 - b. stocks
 - c. U.S. Treasury bonds
 - d. mutual funds
4. A bond's interest rate is called its
 - a. par value.
 - b. coupon rate.
 - c. face value.
 - d. principal.
5. A zero-coupon bond pays interest
 - a. periodically.
 - b. at the maturity date.
 - c. at the time of purchase.
 - d. never.

ACTIVITY 5.5

BOND RATINGS

Bonds are generally less risky than stocks. U.S. Treasury bonds carry very little risk for the investor because the U.S. government is unlikely to go bankrupt and default on its bonds. Defaulting means the issuer is unable to make further interest and principal payments to the bond holder. Because corporations can and sometimes do go into bankruptcy, the default risk for corporate bonds is higher than the risk for government bonds.

In order to help individual investors make better decisions about their investments, many corporate bonds are rated by a third-party source such as Moody's Investor Service. These ratings describe the creditworthiness of the issuer. The higher the rating, the less likely the corporation will go into default. Moody's ratings for bonds are as follows:

Moody's Investor Service Bond-Rating Codes

Aaa	Highest quality
Aa	High quality
A	Upper-medium quality
Baa	Medium grade
Ba	Somewhat speculative
B	Low grade, speculative
Caa	Low grade, default possible
Ca	Low grade, partial recovery possible
C	Default, recovery unlikely

These ratings are quite sensitive to perceived risk. Even a small change in perceived risk can make the bond rating change. U.S. Treasury bonds were rated Aaa by all of the major rating services until 2011, when one service downgraded them to Aa. Budget difficulties in Washington had slightly increased the still-tiny probability of a default on Treasury bonds.

Using Bond Ratings: An Exercise

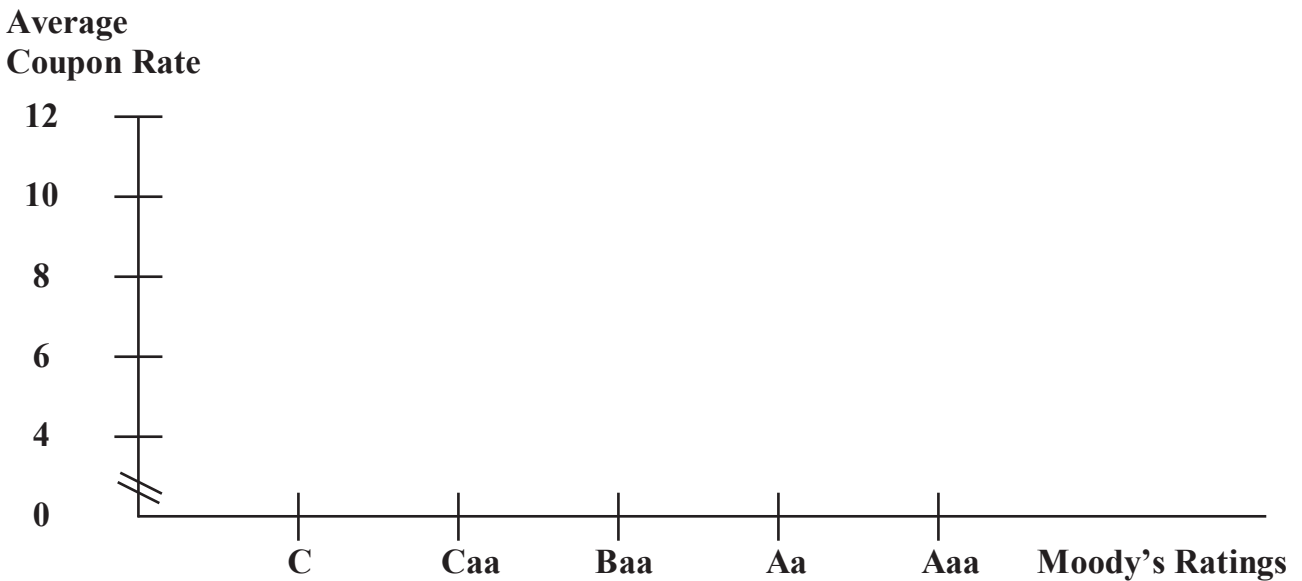
A strong relationship exists between the credit rating of a bond and its coupon rate. This relationship can be determined by examining a few sample cases. The following table reports the coupon rate for three corporate bonds in several of Moody's rating codes. Each of these bonds has a one-year maturity date.

Directions: In the bond rating table that follows, calculate the average coupon rate for each Moody's category. Then enter the average in the third column ("Average").

Moody's Bond Credit Ratings	Coupon Rate	Average	
Category 1: Aaa	Bond 1: 4.125		Average coupon for Aaa rated bonds
Aaa	Bond 2: 5.125		
Aaa	Bond 3: 4.250		
Category 2: Aa	Bond 1: 6.625		Average coupon for Aa rated bonds
Aa	Bond 2: 6.250		
Aa	Bond 3: 6.923		
Category 3: Baa	Bond 1: 8.250		Average coupon for Baa rated bonds
Baa	Bond 2: 8.875		
Baa	Bond 3: 8.125		
Category 4: Caa	Bond 1: 10.125		Average coupon for Caa rated bonds
Caa	Bond 2: 9.750		
Caa	Bond 3: 9.500		
Category 5: C	Bond 1: 11.500		Average coupon for C rated bonds
C	Bond 2: 12.875		
C	Bond 3: 11.875		

Source: Bond coupon rates for coupon bonds with one-year maturity dates issued by corporations; obtained using a search at <http://www.bondpage.com/>.

Now plot these results on the diagram below.



Then answer the following questions.

Questions for Discussion

- A. What is the relationship between bond rating and coupon rate?
- B. Why do corporations with lower credit ratings offer higher coupons or interest rates on their bonds?
- C. Why would investors buy a bond rated Caa or C?