



Information For Course Reference # 13369 in FIN3144

General Course Information

CRN 13369

Course Title Personal Financial Planning

Description An introductory course to help individuals achieve their personal financial goals. Topics include personal budgeting, taxes, credit management, major expenses, insurance, investments, and retirement planning.

College Business

Department Economics & Finance

Course No. FIN 3144

Credit Hours 3

Meeting Information

	Start	End	Days	Time	Room
TBD	Jan 6 2020	Apr 27 2020	W	5:30pm-8:15pm	Griffin Hall 213
Exam	Check Gulfline				

Prerequisites FIN 3403 with a minimum grade of B.

Distance Learning/Off Campus Course Information

Is this a DL Course? No, it is an on-campus course.

Instructor Information

Instructor	Ryan Kowadla
E-Mail Address	rkowadla@fgcu.edu
Phone Number	239-745-4250
Office Location	LH3332
Office Hours	TBD or by appointment through the last day of classes. Students should make an appointment whenever possible.
Teaching Philosophy	You should view the instructor as a complement, not a substitute, for the course text. I seek to have an engaged classroom environment, and will highlight and demonstrate those concepts that which will help the student develop the skills necessary to form, monitor, and manage a portfolio.
Additional Instructor Information	As a member of this class, you are expected to show respect for all people. Such respect specifically precludes any type of harassment, inappropriate comments, or conduct that might create a hostile environment. We expect the climate in classrooms to be professional at all times and encourage you to do your part. Should you have concerns, please address them with your instructor or with the department chair, Prof. Weeks.

Course Materials

Required Course Materials	Fundamentals of Financial Planning, 6d, by Dalton, Dalton, Gillice, & Langdon
	READINGS: Supplemental readings as assigned
	RECOMMENDED CALCULATOR: Texas Instruments BA II PLUS Professional.
	Class lectures may not be recorded in any form unless coordinated via university procedures.

Course Policies

Grading, Attendance, and Other Policies	GRADING: Exam 1 30% Exam 2 30% Assignments 10% Final 30%	A = 90% or better B = 80-89% C = 70-79% D = 60-69% F = less than 60%
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DO NOT ANTICIPATE ANY SCALING OF GRADES!

ATTENDANCE: You are expected to be present for class and exams. If you must miss a class period, you should obtain notes from a classmate. You are responsible for knowing all material covered in class to include new material, assignments, quizzes, exams, and changes to the syllabus. It is the student's responsibility to notify the instructor of any absence. Failure to appear for an exam without prior instructor notification will result in a grade of zero.

EXAMS: Students should plan that exams take place at the beginning of the indicated period. Students not in place at the beginning of the indicated period may only take the exam at the discretion of the instructor. There are no make-up exams. Failure to appear for an exam or the final exam will result in a grade of zero for that examination. Should extenuating circumstances exist where a student might miss an exam, students shall coordinate the absence with the instructor as soon as possible.

ASSIGNMENTS: Writing assignments will be administered at various times throughout the semester and are to be completed in accordance with the class writing guide. Assignments are due at the beginning of class on the date due. Each assignment will include a documentation statement that will include any references or sources used, as well as to identify the type of any assistance received from another individual. If a student completes the assignment without assistance, a documentation statement is still required stating such. Furthermore, all written assignments are to be reviewed by a classmate and this review will be included in the documentation statement. Students may be selected to present the results of any assignment.

Learning Objectives

Professional Conduct and Regulation

CFP Board's Code of Ethics and Professional Responsibility and Rules of Conduct

- a. Explain the *Fitness Standards for Candidates and Registrants*, as revised January 2011.
- b. Explain the seven principles of the *Code of Ethics and Professional Responsibility*, which are ethical and professional ideals of CFP® professionals.
- c. Apply the *Rules of Conduct* as they relate to being a CFP® professional.

CFP Board's Financial Planning Practice Standards

- a. Describe the Practice Standards employed during each step of the financial planning process.
- b. Integrate the Practice Standards in developing and communicating a financial plan for a client

CFP Board's Disciplinary Rules and Procedures

- a. Identify the grounds for disciplining of CFP® professionals.
- b. Explain the disciplinary procedures employed by CFP Board.
- c. Distinguish between the disciplinary actions that can be taken by CFP Board.

Function, purpose, and regulation of financial institutions

Compare the secondary market institutions and their regulators for each security (stock, bond, ETFs, real estate, commodities and options exchanges) and of primary market institutions (investment banking firms, mutual funds and hedge funds).

Financial services regulations and requirements

- a. Identify the regulatory authorities that impact elements of the financial planning process. (Examples include regulation of accountancy, legal practice, real estate law, insurance regulation, etc.).
- b. Differentiate between investment knowledge that is proper to use in the evaluation of securities and insider information.
- c. Demonstrate a comprehensive understanding of investment advisor regulation and financial planning aspects of the ERISA.
- d. Explain the relevant licensing, reporting and compliance issues that may affect the business model used by a financial planning firm.

Consumer protection laws

Describe consumer laws that impact clients, including bankruptcy, banking, credit, privacy regulations, and other relevant laws.

Fiduciary

Discuss the fiduciary standard and its importance to the planner-client relationship.

General Principles of Financial Planning

Financial planning process

- a. Describe the personal financial planning process as defined by the *Financial Planning Practice Standards*.
- b. Recognize unethical practices in the financial planning profession based on the CFP Board *Standards of Professional Conduct*.

Financial statements

- a. Construct statements of financial positions and cash-flow statements as applied to clients consistent with sound personal accounting standards.
- b. Evaluate client financial statements using ratios and growth rates and by comparing them to relevant norms.

Cash flow management

- a. Identify opportunities and challenges related to a client's cash inflows and outflows and make recommendations to assist the client in meeting their current needs and long-term financial goals.
- b. Communicate the need for liquid assets and emergency funds and recommend strategies for accumulating the appropriate levels of funds.
- c. Calculate savings required to meet financial goals and recommend how to incorporate planned savings into the cash flow plan.

Financing strategies

- a. Analyze the various sources of borrowing available to a client and communicate the advantages and disadvantages of each for meeting a client's financial goal.
- b. Create a debt management plan for a client that minimizes cost and maximizes the potential to reach financial goals.
- c. Explain appropriate housing financing strategies.

Economic concepts

Apply the following economic concepts and measures in making financial planning recommendations:

- i. Supply and demand
- ii. National Income Accounts (including GDP)
- iii. Business cycles (unemployment, recession, fiscal and monetary policy)
- iv. Interest rates (including its term structure and the yield curve) and inflation
- v. Exchange rates

Time value of money concepts and calculations

- a. Calculate present value and future value of single amounts, annuities, annuities due, uneven, and serial payments.
- b. Calculate NPV and IRR and be able to apply the techniques to financial planning problems.

Client and planner attitudes, values, biases and behavioral finance

- a. Analyze a client's degree of risk and loss aversion and insure recommendations are consistent with a client's risk propensity, attitudes, capacity, knowledge, and needs.
- b. Explain how a client's psychological profile, such as a Meyers-Briggs assessment, and learning style, and values impact the format of the plan produced and presented.
- c. Evaluate how a client's values, including cultural and religious values and attitudes will affect his/her goals and a planner's recommendations.
- d. Describe how behavioral psychology, such as a client's comfort zone, impacts a client's objectives, goals, understanding, decision making, and actions.

Principles of communication and counseling

- a. Explain the applications of counseling theory to financial planning practice.
- b. Demonstrate how a planner can develop a relationship of honesty and trust in client interaction.
- c. Assess the components of communications including linguistic signs and non-verbal communications.
- d. Apply active listening skills when communicating with clients.
- e. Select appropriate counseling and communication techniques for use with individual clients.

Debt management

- a. Review all types of client debt and provide recommendations on optimal management of debt within the context of the client's overall financial plan.
- b. Calculate required payment, interest owed or saved, and the new payment term in developing the debt prioritization plan for the client.
- c. Evaluate the financial effects of reducing or increasing debt on the client's probability of success in meeting short-term and long-term goals.
- d. Illustrate the effect of debt management decisions on long-term goals.
- e. Review client's credit report and identify how different debt management approaches will impact the client's credit score and develop a plan to maximize the client's credit score over the short and long run.

Education Planning

Education needs analysis

- a. Calculate the dollar amount needed to meet the education goals of the client.
- b. Evaluate the client's ability to meet the savings requirements.

Education savings vehicles

- a. Compare and contrast the tax implications and other features for the primary account types or strategies used for saving for higher education expenses.
- b. Recommend appropriate education savings vehicles given tax implications, dollar amount of savings needed, and the client's preferences and situation.
- c. Recommend appropriate investment alternatives for the education accounts chosen given the client's risk tolerance and risk capacity.

Financial aid

- a. Review and describe the likelihood and types of qualifying financial aid generally available.
- b. Evaluate the client's qualifications for various types of financial aid as part of an education plan.
 - i. Determine to what extent education tax credits may be utilized to reduce the net cost of education

Gift/income tax strategies

- a. Calculate the funds needed to meet gifting goals of a client.
- b. Evaluate and recommend the availability of and qualifications for gift tax exclusions for the client's gifting goals.

Education financing

Evaluate and recommend the availability of and qualifications for financing education expenses as part of an education plan.

DRAFT
Agenda (Subject to Change)

- Jan 8th Class 1 - Introduction to Financial Planning
- Jan 15th Class 2 - Economic Outlook Event
- Class 3 - Interpersonal Communication & Behavioral Finance
- Class 4 - Financial Planning Approaches
- Class 5 - Personal Financial Statements
- Class 6 - Exam 1 & Risk Management
- Class 7 - Education and Funding
- Class 8 - Investments
- Class 9 - Investments
- Class 10 Retirement Planning
- Class 11 - Exam 2 & Income Tax Planning
- Class 12 - Estate Planning
- Class 13 - Economics and the External Environment
- Class 14 - Ethics & Standards of Professional Conduct
- Class 15 - Planning for Special Circumstances
- Class 16 - Final Exam

University Statements:

Academic Behavior Standards and Academic Dishonesty

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of **Title IX** of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.