COURSE DESCRIPTION

The primary purpose of this course is to bring together all the academic and professional knowledge you have learned so that you will be able to launch successfully into the professional world and provide clients with excellent financial guidance and planning.

This course focuses on the application of the knowledge base acquired in the prerequisite courses as part of the financial planning process.

Emphasis will be on the analysis of data, critical thinking with regard to the client's circumstances, the presentation of information and the subsequent recommendations to a client.

The interrelationship of all planning areas in the construction of a comprehensive plan will be highlighted. Assignments, presentations and other evaluations will be used to hone the student's analytical, presentation, and financial planning skills.

COURSE MATERIALS

Books:


Product #: 7190002

Format: Paperback, 8 ,,x 11': approx. 494 pages Pub. Date: September 2012

*The Case Approach to Financial Planning: Bridging the Gap between Theory and Practice, Second Edition*  
John E. Grable, PhD, CFP®, RFC; Derek D. Klock, MBA; and Ruth H. Lytton, PhD  

Product #: 7200002

Format: Paperback, 8 ,,x 11': approx. 861 pages Pub. Date: August 2012

- You may be eligible to receive a 15% Discount on textbook purchases and 25% Discount on textbook bundles when ordering from National Underwriter. Please
go to www.nucollege.com/students to select the books. If you order online through the professional bookstore, the discount will be applied automatically.

- For phone orders, please contact Customer Service at 1-800-543-0874, ext 2207. Please mention that you are a student and reference discount code J02SMNU to receive the student discount.

- When ordering by fax, the code J02SMNU must be clearly marked on the order to receive the student discount. Please fax the order to 1-859-283-4479 (AITN: NUCollege).

Calculator:

Financial Calculator Recommended (Note: I will NOT be teaching calculator operations in this class.)

*Expected Learning Outcomes:*

The four main learning objectives of the course are:

1. Experience the process- identify and articulate the financial planning process. Learn to effectively follow the planning process to bring the client relationship to a successful level.

2. Analyze the Problems- Integrate current economic conditions and current client data, analyze the client's unique circumstances.

3. Bridge the gap between theory and practice- Learn to communicate effectively with the client to develop recommendations into actions.

4. Write and communicate a plan; develop a financial plan, and be able to deliver it both in written and oral form.

The emphasis in this course is on applying and synthesizing prior financial planning concepts and techniques to a course of action based on accepted financial planning methods. Additionally, you will gain the following from this class experience:

1. Acquire the knowledge, empathy and understanding of a financial planning client
2. Sharpen your ability to spot and evaluate financial planning issues in a client's circumstances.

4. Enjoy the advantages of peer group review and feedback during the planning phases.

My hope is that you will be challenged to shift from being a receiver of ideas, facts, concepts and techniques, to a style of generating ideas, identifying problems, analyzing and evaluating alternatives, and formulating workable action plans, by putting theoretical knowledge into practice.
**Methods of Assessment of Learning Outcomes:**

You will get hands-on experience in the following ways:

1. Through the ongoing class work to develop a comprehensive financial plan for a client.
2. Through the class materials which are designed to re-familiarize you with the many dimensions of planning tools and techniques.
3. Through interactive class discussions. Be prepared to discuss and ask questions about the material assigned for each class period. This will require that you read the material prior to the class period during which it will be discussed. Although many of the issues covered in the readings will be discussed in class, all the areas covered in the readings will not be part of class discussion.

While we will have a set schedule for the semester, it may change to take advantage of visitors, speakers or special events that are made available to the class. In addition, depending on discussions and the ability of the class to grasp concepts include extra "Spillover" days in the Syllabus so there will be time in the semester to cover all topics in the event that some topics exceed their anticipated time frames for presentation. Any change will be announced as soon as possible and any work due adjusted if necessary.

You are encouraged to rigorously participate in class. Participation is based on volunteering for class activities and exhibiting a positive attitude, demonstrated by attentive, courteous, and respectful behavior at all times. **YOU WILL BE GRADED ON PARTICIPATION.** The nature of this course encourages an interactive forum, and everyone has something valuable to contribute. Disruptive or rude behavior will not be tolerated; you will be ejected from the classroom for the duration of that class.

The expected learning outcomes for the course will be assessed through completion of a comprehensive financial plan, case recommendation assignments, supporting calculation assignments, and class participation.
Teaching Procedures:

This course is based on the belief that mastery of the subject matter occurs through taking an active role in the learning process. Students are expected to attend class regularly and punctually. Each student will be given the opportunity to become a Content Expert, leading the class in a discussion of the material pertinent to the case. Discussions will be most beneficial when you complete assigned readings before topics are discussed in class. Assignments should be read prior to the appropriate class meeting.

CLASS ORGANIZATION & ADMINISTRATION

ATTENDANCE AND PREPARATION POLICY

Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Blackboard as far in advance as possible. If you are to be absent, report your absence to me by email.

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Your absence is due to religious observance, a Rutgers-approved activity or illness or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 2 days of your first absence.

For weather emergencies, consult the campus home page. If the campus is open, class will be held.

Please arrive on time for class. Consistently being late in the professional world is not tolerated and it will be reflected in your grade.

Participation Grade:

Your participation will be 200 points of your grade. Three factors determine good class participation:

1. Thorough and careful preparation (thoughtfully apply assigned reading, past or present to the current class discussion)

2. Have a coherent position and approach to an issue under discussion

3. Be able to constructively analyze the positions your classmates take (demonstrating your listening skills as well as your own analytical skills)

Your participation in class will be based on:
Demonstrating good understanding of case issues; significant contribution in class; Proactively leading discussions in case issues; in class, but minimal
participation; or Not being in Class

**Late Work Policy:**

All work is to be submitted on the due date. Points will be deducted for work submitted late.

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**FINAL GRADE ASSIGNMENT**

Grading shall be based on 1,000 points. Allocated as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Assignments</td>
<td>300</td>
</tr>
<tr>
<td>In addition to the listed reading assignments students will be advised of assignments in class.</td>
<td></td>
</tr>
<tr>
<td>Missing a class will not be an Excuse for not having an assignment.</td>
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</tr>
<tr>
<td>Case Presentation</td>
<td>200</td>
</tr>
<tr>
<td>Final Written Financial Plan</td>
<td>300</td>
</tr>
<tr>
<td>Class Participation</td>
<td>200</td>
</tr>
<tr>
<td>The total points possible</td>
<td>1000</td>
</tr>
</tbody>
</table>

Final grades will be assigned based on the standard 900 (A); 800 (B); 700 (C); 600 (D) Point format.

Please Note: Your final grade will not be subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11/21</td>
<td>Intro Syllabus &amp; Course Guide</td>
<td>THE PROCESS - Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Industry &amp; Financial Plan/Overview</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>11/26</td>
<td>The Financial Planning Profession</td>
<td>THE PROCESS - Chapters 2, 3 and 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discuss Standards and Profession</td>
<td>Complete &quot;Standards and Profession&quot;</td>
</tr>
<tr>
<td>3</td>
<td>11/28</td>
<td>Ethics and working with Your First Client</td>
<td>THE PROCESS - Chapter 6</td>
</tr>
<tr>
<td>4</td>
<td>11/2</td>
<td>The Client Relationship</td>
<td>THE PROCESS - Chapter 7</td>
</tr>
<tr>
<td>5</td>
<td>11/4</td>
<td>Analyzing the situation &amp; Developing the Plan</td>
<td>THE PROCESS - Chapter 8</td>
</tr>
<tr>
<td>6</td>
<td>11/9</td>
<td>Implementation and Monitoring the Plan</td>
<td>THE PROCESS - Chapter 9</td>
</tr>
<tr>
<td>7</td>
<td>11/11</td>
<td>Team Assignments</td>
<td>THE CASE APPROACH Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>8</td>
<td>11/6</td>
<td></td>
<td>THE CASE APPROACH Chap 3</td>
</tr>
</tbody>
</table>

Writing The Plan
9 2118 Lecture Cash Flow Planning  Reading THE CASE APPROACH Chap 5 &
6
Team 1 - Presentation

10 2123 Reading THE CASE APPROACH Chap 4
Lecture: Life & Health Insurance

Team 3 – Life Ins. Presentation

11 2125 Lecture: Tax Planning  Reading THE CASE APPROACH Chap 7

12 312 Lecture: Lecture Disability Insurance  Reading THE CASE APPROACH Chap 8

Team 3 - DI Presentation

13 314 Lecture: Long-term Care Insurance  Reading THE CASE APPROACH Chap 9

Team 3 - LTC Presentation

14 319 Lecture: Property & Liability Insurance  Reading THE CASE APPROACH Chap 10

Team 3 – P & L Ins. Presentation

15 3111 Lecture: Investments  Reading THE CASE APPROACH Chap 11

Team 2 - Presentation
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Lecture: Education Planning</td>
<td>Team 5 - Presentation Reading THE CASE APPROACH Chap 12</td>
</tr>
<tr>
<td>17</td>
<td>Lecture: Retirement Planning</td>
<td>Team 6 - Presentation Reading THE CASE APPROACH Chap 13</td>
</tr>
<tr>
<td>18</td>
<td>Lecture: Estate Planning</td>
<td>Team 4 - Presentation Reading THE CASE APPROACH Chap 14</td>
</tr>
<tr>
<td>19</td>
<td>Lecture: Putting it All Together: The Bedo Case</td>
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</tr>
<tr>
<td>20</td>
<td>Spill Over Coverage Day</td>
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</tr>
<tr>
<td>21</td>
<td>Spill Over Coverage Day</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
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<tr>
<td>22</td>
<td>Cover Letter/Disclaimer/Executive</td>
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<tr>
<td>23</td>
<td>Spillover Coverage Day</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Presentation Day #1</td>
<td></td>
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<tr>
<td>25</td>
<td>Presentation Day #2</td>
<td></td>
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<tr>
<td>26</td>
<td>Presentation Day #3</td>
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</tr>
<tr>
<td>27</td>
<td>Presentation Day #4</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Presentation Day #5</td>
<td></td>
</tr>
</tbody>
</table>
**TEAM PRESENTATIONS**

Each Team shall present analysis of questions for the Chapter in *The Case Approach to Financial Planning* that covers their topic when that chapter is covered as well as provide a presentation at the end of the semester on a Financial Planning case.

Topics

**Team 1 - Cash Flow Planning**

Cash Flow Statements  
Balance Sheet Statement

**Team 2 - Investments**

Portfolio Analysis: Current and Proposed  
Investment Types: Stocks, Bonds, Mutual Funds, ETFs.

**Team 3 - Risk Management: Insurance Needs & Analysis**

Life and Health Insurance  
Disability and Long-term care  
Insurance Annuities  
Property and Casualty: Home, Auto & Umbrella

**Team 4 - Estate Planning**

Titling of Assets  
Wills & Trusts  
POAs and Living Wills

**Team 5 - Education Planning**

**Team 6 - Retirement Planning**

Strategies  
Analysis  
Retirement Vehicles