

Subject Description Form

Subject Code	AF4324
Subject Title	Financial Planning
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	--
Role and Purposes	<p>This is an introductory course on financial planning and a course that has been recognized by the Institute of Financial Planners of Hong Kong (IFPHK) as a substitute for Module One in its education program (i.e., those who have passed this course will not be required to take Module One of the education program for Certified Financial Planners).</p> <p>It contributes to the achievement of BBA Programme Outcomes by enabling students to understand, analyze and apply the elements and steps relevant in practicing financial planning services. This module will set the background of financial planning for students and equip them with the essential knowledge and skills to perform financial planning services for clients. Topics including the major steps of financial planning, job knowledge requirement of CFP^{CM} and the latest financial planning tools and techniques will be covered.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Identify and resolve ethical issues relevant in the context of financial planning, by complying with Code of Ethics (Outcome 4); b. Identify roles of regulators and scopes of regulations that govern the financial services industry, and interpret regulations of financial markets of Hong Kong; c. Analyze real-life situations and problems encountered by financial planners by applying conceptual frameworks drawn from the different context areas such as investment planning and estate planning areas (Outcome 7); d. Carry out and act upon self-appraisal and reflective thinking in the areas of teamwork, leadership and career selection to equip students with the skills and knowledge (Outcome 7) for continuous development; e. Apply the essential concepts in investment planning, insurance planning, risk management, retirement planning, estate planning, and tax planning; f. Apply the six-step financial planning approach to construct a financial plan in the different personal planning areas, and analyze the means by which value is created in delivery process of financial planning services (Outcome 7)
Subject Synopsis/ Indicative Syllabus	<p>Fundamental Concepts of Financial Planning The financial planning areas and the roles of financial planners Overview of the Financial Planning Market</p> <p>Ethical Financial Planning Practice Practicing Ethics and Professional Responsibilities</p>

	<p>Application of Time Value of Money concepts in financial planning Basic concepts and applications in real-life examples</p> <p>Regulatory Framework of the Financial Services Industry Hong Kong Regulations Related to Financial Planning</p> <p>The Planning Components and Life Cycle Analysis The Concept of Life-Cycle Analysis Short-term and Medium Term Investment Planning Risk Management and Insurance Planning Retirement Planning, and Tax Planning Estate Planning</p> <p>The Financial Planning Process The Six-step approach in practice</p> <p>Applications Financial planning cases</p>																																																																						
<p>Teaching/Learning Methodology</p>	<p>Lectures will be used to provide theoretical concepts. During seminar sessions, students would be asked to discuss and solve real-life issues related to the topics.</p>																																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="459 943 1481 1615"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>50%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Research Project / Case Study</td> <td>30%</td> <td>√</td> <td></td> <td>√</td> <td>√</td> <td>√</td> <td></td> </tr> <tr> <td>2. Assignment</td> <td>15%</td> <td></td> <td></td> <td>√</td> <td></td> <td>√</td> <td></td> </tr> <tr> <td>3. Participation</td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Final Examination</td> <td>50%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>To pass this subject, students are required to obtain Grade D or above in both the Continuous Assessment and Examination components.</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	Continuous Assessment	50%							1. Research Project / Case Study	30%	√		√	√	√		2. Assignment	15%			√		√		3. Participation	5%															Final Examination	50%	√	√	√	√	√	√	Total	100 %						
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Student Study Effort Required	Class contact:	
	▪ Lectures	39 Hrs.
	▪	
	Other student study effort:	
	▪ Reading materials	39 Hrs.
	▪ Research Project / Case Study / Assignment	30 Hrs.
	Total student study effort	108 Hrs.
Reading List and References	<p>Cheng Louis, Leung Tak Yan and Wong Yiu Hing, <i>Financial Planning & Wealth Management An International Perspective</i>, McGraw-Hill, 2009.</p> <p>George, Rejda, <i>Principles of Risk Management and Insurance</i>, 6th Edition, Addison Wesley, 1998.</p> <p>Bodie, Kane and Marcus, <i>Essential of Investments</i>, 3rd Edition, Irwin, 1998.</p> <p>Williams, Smith and Young, <i>Risk Management and Insurance</i>, 8th Edition, 1998.</p> <p>Burton T. Beam and John J. McFadden, <i>Employee Benefits</i>, 5th Edition, Irwin, 1998.</p>	