

Subject Description Form

Subject Code	AF4325
Subject Title	Wealth Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	<p>Pre-requisites: Any ONE of the finance theory related subjects</p> <p style="padding-left: 40px;">Business Finance (AF3313) Investment (AF3316) Corporate Finance (AF4320) Management of Financial Institutions (AF4322) Financial Planning (AF4324)</p>
Role and Purposes	<p>This subject examines the basic principles and skills for wealth management. It covers all the important concepts for a financial planner and a wealth manager on managing the financial wealth for individual clients. After completing this subject, the student is expected to master wealth management knowledge, understand risk profile of Asian clients, understand effective ways to communicate with clients, and integrate economics, accounting and finance concepts in preparing the wealth management report.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Comprehend the principles of wealth management in relation to Economics, Accounting, and Finance (BBA Outcome 10) b. Understand the comprehensive view of wealth management c. Adopt a six-step financial planning evaluation process in wealth management (BBA Outcome 9) d. Apply risk profiling in the context of Asian culture (BBA Outcome 3) e. Understand various aspects of asset allocation strategies f. Develop all-roundedness skills by integrating interpersonal skills, communication skills, and subject knowledge (BBA Outcome 1)
Subject Synopsis/ Indicative Syllabus	<p>General Overview</p> <ul style="list-style-type: none"> • An Overview of Financial Planning and Wealth Management Profession • Basic Concepts, Professional Ethics and Practice Standards • Step 2 –Determining Client Goals and Expectations and Gathering Client Data <p>Wealth Management</p> <ul style="list-style-type: none"> • Profiling and Life-cycle Analysis • Behavioral Finance • Investment Techniques (Part I) • Investment Techniques (Part II) • Asset Allocation Strategies

Teaching/Learning Methodology	<p>In addition to classroom discussion and exam evaluation, a research project and individual assignments are designed to educate and evaluate students.</p> <p>Research project: The students are required to form groups to conduct a case study on risk profiling (BBA Outcome 3) and portfolio allocation for high net worth clients. Both qualitative and quantitative analyses are expected (BBA Outcome 10). A comprehensive financial planning approach with emphasis on investment planning is required (BBA Outcome 10). Section 1: Group report of 12-15 pages and a presentation are expected. Section 2: Individual report of 3 pages (300 – 400 words) (BBA Outcome 1)</p> <p>Individual assignment: You are required to conduct a case analysis on financial planning and wealth management. The case report should include the 6-step financial planning analysis using personal profiling (BBA Outcome 10) and some basic quantitative analysis on investment for goals.</p>																																																																													
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="456 734 1482 1361"> <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.Group research project</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>2. Class participation</td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Individual assignment</td> <td>20%</td> <td>√</td> <td></td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>4. Attendance</td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Final Examination (Closed book)</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.Group research project	20%	√	√	√	√		√	2. Class participation	5%							3. Individual assignment	20%	√		√				4. Attendance	5%							Final Examination (Closed book)	50%	√	√	√	√	√	√	Total	100 %						
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Cheng, Louis, Leung, Tak Yan, and Wong, Yiu Hing, *Financial Planning and Wealth Management: An International Perspective*, McGraw-Hill, 2009

References

Harold R. Evensky, *Wealth Management: The Financial Advisor's Guide to Investing and Managing Your Client's Assets*, McGraw-Hill, 1996

Ross Levin, *The Wealth Management Index: The Financial Advisor's System for Assessing & Managing Your Client's Plans & Goals*, McGraw-Hill, 1996