FINA 7A97 (class 20823)  
Personal Financial Planning  
Spring 2015, Session 5  
Tuesday 6:00-9:00 p.m.  
Prerequisite: FINA 6A35

Instructor: Rob Shoss, MBA/JD  
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Course objectives:

To gain a broad understanding of personal financial planning with an emphasis on practical application in the students’ lives. This course will also be useful to those who want to pursue careers in financial planning. Course will focus on integral personal financial planning topics with emphasis on investments. Specifically, topics to be addressed include the following: the value of financial planning, understanding money, behavioral finance, risk management, retirement accounts, asset allocation, the panoply of investment choices, learning important factors for individual stock selection, and considerations when choosing an investment manager and financial advisor.

Books to be used:

*The Ultimate Financial Plan* by Jim Stovall and Tim Maurer (UFP)  
*Millionaire Teacher* by Andrew Hallam (MT)  
*The Elements of Investing* by Charles Ellis (EOI)

Supplemental reading and websites:


Grades:

20% of grade: Participation, based on deliberate, thoughtful participation. It’s quality, not quantity. Participation involves attending, actively engaging in discussions and providing value-added input.  
20% of grade: Individual projects throughout the term.  
60% of grade: Developing your own personal financial plan addressing the topics covered during the course.
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<tr>
<th>Class</th>
<th>Materials Covered</th>
<th>Topics</th>
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| **Week 1** | UFP: Chapters 1-4, MT: 1-2, & EOI: 2 | Introduction and why financial planning  
Value and importance of money  
How to reach financial goals-debt vs. saving and power of compounding |
| **Week 2** | Handouts, EOI: Chapter 4 | What is behavioral finance and why is it important  
Key to success is avoiding mistakes |
| **Week 3** | UFP: Chapters 5-8 | Risk management decisions with focus on different types of insurance to control risk |
| **Week 4** | UFP: Chapters 10-13 | Retirement planning and maximizing retirement options  
Education planning  
Deciding between tax vs. tax-exempt investments |
| **Week 5** | Video, Handouts | Examining the spectrum of investment choices and the advantages and disadvantages of each  
Understanding stocks, bonds, mutual funds, ETFs, alternatives, commodities |
| **Week 6** | EOI: Chapter 2, 3, 5, 6, MT: Chapter 5 | Making asset allocation decisions  
Considering passive vs. active management, international vs. domestic choices, different investment styles and capitalization  
Importance of diversification, rebalancing, dollar-cost averaging |
| **Week 7** | Handouts | Learning about individual stock selection analysis  
Considerations when choosing active managers  
Understanding the role of and selecting financial advisors |
| **Week 8** | Project Presentations | |