FINA 7A97-04 (22467)
Personal Financial Planning
Spring 2021, Session 5
Wednesday, 6:00 to 9:00 p.m.
Prerequisite: FINA 6A35

This 1.5-credit elective can count for the Bauer Investment Analysis Certificate.

Instructor: Rob Shoss, MBA/JD
Email address: Robert.shoss@gmail.com
Phone number: 832-771-6367

Course objectives:
Students will 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. We will focus on integral personal financial planning topics with an emphasis on investments. Specifically, topics to be addressed include the following: the value of financial planning, estate 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.

What are the teaching methods for this course?
This course includes considerable classroom discussion, debate and dialogue. Additionally, there will be power-point presentations. Students will have the opportunity to explore real-world situations. Guest speakers are also widely used to provide real-life expertise on important personal financial planning topics.

Who is the instructor?
Robert Shoss has over 20 years of investment experience as he worked as a senior portfolio manager for both AIM/Invesco and Twinhawk Capital, a global, long-short hedge fund. In addition, presently, he serves on three non-profit investment committees including chairing an investment committee with a $200 million dollar endowment. Currently, he's a private investor. Robert has a JD/MBA from UH and has taught Personal Financial Planning since 2014, Investment Management and Project since 2017 and will be teaching Macroeconomics and Investment Management starting in 2021.

Books to be used:

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

Supplemental reading and websites:

www.morningstar.com, www.marketwatch.com, www.gurufocus.com, *The Wall Street Journal*, handouts, articles and videos

Grades:

25% 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.
15% of grade: Individual assignment(s) throughout the session.
60% of grade: Developing your own personal financial plan addressing the topics covered during the course.

Class	**Materials Covered**	**Topics**
Week 1	UFP: Chapters 1-4, 14 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 Estate planning
Week 2	Handouts EOI: Chapter 4	What is behavioral finance and why is it important Key to success is avoiding mistakes Guest lecturer on residential real estate
Week 3	UFP: Chapters 5-8	Risk management decisions with focus on different types of insurance to control risk Guest lecturer on personal insurance

Week 4	UFP: Chapters 10-13	Retirement planning and maximizing retirement options Education planning Deciding between tax vs. tax-exempt investments Guest lecturer on retirement plans and educations saving plans
Week 5	Video, Handouts	Examining the spectrum of investment choices and the pros and cons of each selection Understanding stocks, bonds, mutual funds, ETFs, alternatives and commodities Guest lecturer on private investments
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 and 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