

HACE 4250/6900: Practice Management in Financial Planning

**University of Georgia Family and Consumer Economics - Family Financial Planning
Class Schedule: Fall 2009 - Tuesdays, 3:30 – 6:15 PM in 110 Dawson Hall**

Instructor: Mandy L. Durrence

Office Hours: By Appointment

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Overview and Purpose:

The course is intended to introduce students to the financial planning work environment - help them understand the profession and roles that they will be filling when they graduate from the program. The key goals of this class include the different business models used for delivering financial planning services, the laws and regulations that we as planners adhere to, and a wide variety of non-technical topics from networking and resume skills to understanding the operations side of the business.

Educational Standards:

- Open to Family Financial Planning Majors only
 - Graduate Students must complete additional coursework – see instructor
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Subject Outline:

1. Foundations of a Financial Planner Career
2. Business Models used in the Financial Planning Industry
3. Investment Models
4. Transactional Platforms/Core-related functionalities
5. Information Technology
6. Revenue Structures
7. Client Service and Marketing Techniques
8. Legal and Compliance Issues
9. Resume Building, Mock Interviews, and Building Networking Skills

Note: The subject outline is a general plan for the course. Deviations announced to the class by the instructor may be necessary.

Required Materials:

1. Syllabus
2. Required Reading Materials:
 - Getting Started as a Financial Planner - Jeffrey H. Rattiner (Revised and Updated Edition)
 - In Search of the Perfect Model: The Distinctive Business Strategies of Leading Financial Planners - Mary Rowland
 - The RIA's Compliance Solution Book: Answers for the Critical Questions - Elayne Robertson Demby
3. Internet Access for Weekly Current Article Presentation

4. Two Financial Planning Books (student's choice)

Grading Information:

Your grade for this class consists of:

10% - Class Attendance and Participation

30% - Midterm Project

20% - One Test Given in Class

20% - In-Class Quizzes/Homework

20% - Two Book Reports

100%

Attendance/Class Participation: You will be graded on your attendance and participation within the class. I will not accept attendance excuses. There will be a sign-in sheet during each class. It is your responsibility to find and sign the attendance sheet, and communicate with a peer on the material/ homework assignments from your absence. The purpose of this class is to expose you to a career in the financial planning industry. Therefore, there will be minimal factual material to test on and more subjective material which will require your opinion. Therefore, it is your responsibility to make sure the instructor knows who you are, your understanding of the topic at hand, and your thoughts/opinion on the topic at hand. This will consist of 10% of your grade.

The class will be conducted in a lecture/discussion format. Be prepared to discuss and ask questions about the material assigned for each class period. This will require you to read the material prior to the class period during which it will be discussed. You are encouraged to 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. The nature of this course encourages an interactive forum, and everyone has something valuable to contribute. Disruptive or rude behavior will not be tolerated.

Midterm Project: Please see handout for details of the project that will be presented to the class. The instructor will assign class date/time to each student/team. Grading of this material will consist of 30% of your grade.

Test Given in Class: The instructor will administer one test to the class. Test date will be released during the semester. You will be responsible for information from class discussion, required readings, and guest speakers. Anyone missing this exam will be required to take a different exam at the end of the semester and any curve given to the original mid-term will not be given to make up exams. Anyone missing both the exam and make-up exam will automatically fail the class. This test will comprise of 20% of your grade.

In-Class Quizzes/Homework: The quizzes will be given at the discretion of the instructor on random days throughout the semester. The content will be the material covered in class.

As a weekly homework assignment, each student is responsible for bringing in a current article related to the financial planning field. He/she will give a 3 minute presentation to the class on what the article is about, and field any questions that others may pose regarding

the matter. These articles should be posted on WebCT before class for others to access topic/covered article. Check the WebCT page regularly for article postings, as you will be penalized for duplicity. Articles are to be less than 6 months old. All students may not present during every class, but each student is responsible for being ready when called upon, and all weekly articles will be turned in at the end of class. Other homework assignments will not be scheduled; rather they will be at the instructor's discretion.

Book Reports: Each student will be responsible for turning in book reports/summaries on two books related to the field of financial planning. Please use the recommended list as suggestions for material. Any book outside of the list must be approved by the instructor beforehand. The report should summarize the book, offer an opinion as to the quality, and cover at least one specific topic in detail. This will comprise of 20% of your final grade.

Late Add Policy: Late adds for this course will not be approved except in exceptional circumstances.

Academic Integrity/Plagiarism: All academic work must meet the standards contained in *A Culture of Honesty: Policies and Procedures on Academic Honesty*. Students are responsible for informing themselves about those standards and for observing the University Honor Code. Plagiarism occurs when a student submits work that is not his or her own. This includes copying from printed materials, websites, or from other people. All students are expected to turn in work that has been completed individually, unless otherwise informed by the instructor. Any assignment containing plagiarized material will automatically be graded as zero.

Civility in the Classroom: Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, students are prohibited from using cellular phones or beepers, making offensive remarks, chatting, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in "minimally" a request to leave class.

Policy on Late Work: An assignment is considered late if it is not received in class at the beginning of the class period of the due dates. Late work will not be accepted without a university excused absence. Anyone who needs to miss class for a university approved absence can turn in work prior to the class they will not be attending. Note: Keep a copy of your work which will protect you in the event of questions about missed assignments.

Course Withdrawal: If you withdraw before the withdrawal deadline, and you are failing the course, you may receive a WF in the course. A WF counts in our grade point average and still stands when you retake the course. If you withdraw after the deadline, you will receive a WF even if you are passing the course. Exceptions are made only upon documentation of a hardship from the Office of the Associate Dean for Student Support.
