Administrative Unit: Business Administration Department

Course Prefix and Number: FINC 298

Course Title: Personal Financial Planning

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Provides knowledge that helps non-business and business students effectively manage their personal financial affairs. Topics include personal financial statements, budgeting, tax planning, investing and savings, insurance, real estate and retirement planning. Offered Spring.

Prerequisite(s)/Corequisite(s): None.

Text(s): The following are recommended texts:

Most current editions of the following:


Rejda and McNamara. Personal Financial Planning. Addison-Wesley.


Course Objectives:

• To explain the meaning and importance of personal financial management.
• To understand the process of developing a personal financial plan.
• To describe the role of financial statements in the financial planning process.
• To describe the different types of taxes paid with an emphasis on how federal income tax is calculated.
• To outline the roles of savings and cash management in personal financial management.
• To evaluate the use of consumer credit and the importance of building good credit.
• To explain financing options for transportation and housing decisions.
• To explain the concept of risk management and the basic uses of insurance.
• To demonstrate the role that investing plays in the personal financial planning process and identify several investment objectives.
• To explain the risk-return tradeoff and its effect on investment decisions.
• To explain the importance of retirement planning and differentiate among the types of individual and employer-sponsored plans.

Measurable Learning Outcomes:

• Explain how personal financial statements are constructed and interpreted.
• Explain the importance of savings and insurance.
• Explain the variables that affect income potential.
• Explain the basic principles of income taxes and how to implement an effective tax planning strategy.
• Explain the role of cash management in the personal financial planning process.
• Explain the factors used when selecting a financial institution.
• Evaluate the benefits and costs of home ownership.
• Explain mortgage financing options.
• Explain the benefits for using consumer credit and identify its benefits and problems.
• Explain the importance of developing good credit and how it is assessed.
• Describe the features of consumer loans.
• Identify the basic types of life, health, and property insurance policies.
• Critique the variables that should be considered when selecting investments.
• Explain the concept of return, its components, and the forces that affect the investor’s level of return.
• Explain how the financial markets operate.
• Explain the merits of investing in common stock and be able to distinguish among different types of stocks.
• Explain the merits of investing in bonds.
• Explain the basic features and operating characteristics of a mutual fund.
• Explain the various types of self-directed retirement plans and how social security benefits are determined.
• Explain the role of estate planning and the importance of estate planning documents.

Topical Outline (major areas of coverage):

• Organizing and Managing Financial Resources
• Tax Planning
• Managing Insurance Needs
• Managing Investments
• Managing Housing Decisions
• Retirement and Estate Planning

All Business Administration course include a written and oral presentation component.
Recommended maximum class size for this course: 20

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Sally Wells

Name ___________________________ Signature ___________________________

Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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