



# FINANCIAL PLANNING

## Money Behaviours

AP/ADMS 4508 | Course Outline | Fall 2021

<b>Instructor</b>	Dr. Jodi Letkiewicz
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<b>Course Delivery Format</b>	Online
<b>Office Hours</b>	Virtual Office Hours (link to sign up in eClass) Wednesdays: 9:00 – 10:00 a.m. Thursdays: 4:00 – 5:00 p.m. Email me if you need to schedule a different time.
<b>Course Website</b>	<a href="https://eclass.yorku.ca/eclass/course/view.php?id=902">https://eclass.yorku.ca/eclass/course/view.php?id=902</a>

### ESSENTIAL NOTICE: READ THIS FIRST

This format for this course is online/remote.

#### Technical requirements for taking the course:

You will need a stable, high-speed Internet connection, a computer with webcam and microphone, and/or a device with these features.

#### Times and locations:

This course will be delivered primarily asynchronously. However, there are some components that require us to meet as a group **synchronously**. Those dates are noted in the course schedule.

Synchronous Zoom sessions will take place during regularly scheduled class time: Thursdays, 4:00 – 7:00pm EST. These sessions will be announced in advance.

### **Course Description**

This course covers the aspects of human behaviours relevant to financial decision making. It explores financial decision-making and impediments to good financial decision-making, such as behavioural biases and cognitive limitations.

### **Learning Outcomes:**

By the end of this course, you will be able to:

- Identify values and beliefs about money and understand how those values and beliefs shape financial decisions.
- Effectively use client evaluation assessments to recognize money scripts and money disorders. Understand how money scripts and money disorders influence financial decisions and financial well-being and develop effective strategies to work with clients.
- Evaluate and determine financial well-being of clients and communicate accordingly.
- Recognize the ways in which cognition, emotions, and distractions can affect financial behaviors and demonstrate strategies to recognize and adapt accordingly.
- Identify constraints that may impact the brain's ability to make decisions.
- Demonstrate how the use of heuristics (mental short cuts) can lead to biases in our thinking and affect financial decisions.
- Demonstrate effective communication skills with clients. This includes active listening, body language, empathy, professional writing skills, and assessing client preferences for different modes of communication and using them effectively.
- Define the elements of change. Develop and apply techniques to motivate clients to take action.
- Understand that choices can be presented to clients in different ways, and how the presentation of choices can influence their decisions (choice architecture).
- Think critically, ask meaningful questions, and distill complex topics so they are easy to understand.

**Prerequisites:** ADMS 3541 or permission of instructor

### **Required Texts**

All readings are available through York Libraries. Links are available in eClass.

### **Evaluation Scheme**

Weekly Journaling:	20%
Midterm paper:	30%
Communication Workshop:	20%
Final Exam:	30%
<b>Total</b>	<b>100%</b>

## **COURSE SCHEDULE**

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*Note: This section may change throughout the semester. It is your responsibility to follow course announces where all changes will be announced.*

### **Week 1: Integrated Financial Planning & Financial Well-being**

Dates: Sept 9 – 15

### **Week 2: Values and Attitudes**

Dates: Sept 16 - 22

### **Week 3: Money and Happiness**

Dates: Sept 23 - 30

### **Week 4: Financial Socialization and Money Beliefs**

Dates: Sept 30 – Oct 6

### **Week 5: Culture in Financial Planning**

#### **October 10 – 15: Reading Week**

NO CLASSES

Midterm Paper (due Monday, Oct. 18)

### **Week 6: Communication Workshops**

Dates: Oct 21 - 27

### **Week 7: Communication Workshops**

Dates: Oct 28 – Nov 3

### **Week 8: Cognition, Emotions, and Distraction**

Dates: Nov 4 – Nov 10

### **Week 9: Heuristics and Biases**

Dates: Nov 11 – Nov 17

### **Week 10: The Behavioral Change Framework**

Dates: Nov 18 – Nov 24

### **Week 11: Influencing and Motivating Change**

Dates: Nov 25 – Dec 1

### **Week 12: Choice Architecture**

Dates: Dec 2 – Dec 7

### **Final Exam (Dec. 9 – 23)**

Final exam will be online. Date and time will be scheduled by Registrar's Office (Dec. 9 – 23)