



FINANCIAL PLANNING

Money Behaviours

AP/ADMS 4508 | Course Outline | Fall 2022

INSTRUCTOR	DR. JODI LETKIEWICZ, CFP®
EMAIL	jodilet@yorku.ca
COURSE DELIVERY FORMAT	Online / Asynchronous
OFFICE HOURS	Virtual Office Hours (link to sign up on course website) Wednesdays: 9:00 – 10:00 a.m. Thursdays: 4:00 – 5:00 p.m. Email me to schedule a different time.
COURSE WEBSITE	https://eclass.yorku.ca/course/view.php?id=76306

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 beliefs. Understand how money scripts and financial socialization 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 on the course website.

Evaluation Scheme

Weekly Assignments & Quizzes:	15%
Midterm paper:	30%
Communication Workshop:	20%
Final Exam:	35%
Total	100%

RELEVANT UNIVERSITY/LA&PS/SCHOOL REGULATIONS

The regulations on many aspects of coursework that apply to you are on: <http://sas.laps.yorku.ca/students/>. You are responsible for understanding and following these regulations.

COURSE SCHEDULE

Week 1: Integrated Financial Planning & Financial Well-being

September 7 – 13

Week 2: Values and Attitudes

September 14 - 20

Week 3: Money and Happiness

September 21 – 27

Week 4: Financial Socialization and Money Beliefs

September 28 – October 4

Week 5: Culture in Financial Planning

October 5 – October 18

October 8 – 14: Reading Week

NO CLASSES

Midterm Paper (due Monday, Oct. 17)

Week 6: Communication Workshops

October 19 - 25

**Workshops will be conducted over zoom from Oct. 21 – Oct 31.*

Week 7: Communication Workshops

October 26 – November 1

Week 8: Cognition, Emotions, and Distraction

November 2 – November 8

Week 9: Heuristics and Biases

November 9 – November 15

Week 10: Debiasing

November 16 – November 22

Week 11: Influencing and Motivating Change

November 23 – 29

Week 12: Choice Architecture

November 30 – December 6

Final Exam (Dec. 8 – 23)

The final exam will be in-person on York's Keele Campus. The date and time will be scheduled by Registrar's Office (Dec. 8 – 23)