York University
School of Administrative Studies
ADMS 4506 Winter 2023 Course Outline

Professional Financial Planning
Online

Instructor	Jodi Letkiewicz, Ph.D., CFP®
Email	jodilet@yorku.ca
Class Time	Mondays at 7:00 p.m. EST
Office Hours	By appointment. Please email me to set up a time
Course Website	https://fpcanadainstitute.brightspace.com/

Course Description

This course teaches students how to apply the technical knowledge from their financial planning courses to the practice of financial planning with clients who have situations and/or needs at various levels of complexity. The program introduces models, guidance and techniques for undertaking all phases of the financial planning process as well as key concepts in human behaviour and ethics.

The course uses real-world case scenarios to develop a deep understanding of, and competence in, holistic financial planning, applying key facets of human behaviour and addressing common ethical dilemmas in client situations at all levels of complexity.

This course fulfills both the Introduction to Professional Ethics (IPE) requirement as well as the Professional Education Program requirement for CFP qualifications through FP Canada.

Prerequisites: ADMS 3520, 3531, 3541, 4505 and 4507.
Only 4505 and 4507 are listed in the course calendar, however 3520, 3531 and 3541 are all pre-requisites for those courses. If you have not completed any of these, you will be de-enrolled.

Course materials

Course Fee is $350 + HST. This covers the cost of both the IPE and PEP fees for the FP Institute.

Relevant University, LA&PS, and School of Administrative Studies Regulations

The regulations on many aspects of coursework that apply to you are on: https://sas.laps.yorku.ca/students/school-policies/. You are responsible for understanding and following these regulations.

Learning Outcomes

Upon completion of this course, you will be able to:

- Develop a value proposition tailored to their clients' needs
- Understand what is involved in developing terms of engagement
- Implement strategies for an effective discovery
- Analyze data gathered from discovery
- Build a plan that considers prioritizing recommendations, ethics, and behavioural economics
- Understand the importance of helping clients implement the plan,
- Ensure, once a plan is in place, that it continues to be relevant for the client
- Behavioural economics strategies to help overcome a potential reluctance to re-engage clients, particularly when investment values have declined.

Evaluation Scheme

Attendance and participation	7.5%
Introduction to Professional Ethics (IPA)	2.5%
Professional Ethics Program (PEP)	90%

Note: While the York University grading system will be followed, to meet the requirements for CFP® certification, as set out by FP Canada™, students must achieve a minimum grade of 60% in order to fulfill the CFP Professional Education Program requirement. For additional information on the requirements for CFP certification, visit the FP Canada Website.

Topical Coverage

Due dates, topics and zoom sessions are subject to change.

- You can work at your own pace but must complete the assignments by the due dates listed below. You will not have access to each unit until you complete the previous unit.
- Dates listed in blue are synchronous zoom dates. They count towards your attendance and participation mark.
- FP Canada is hosting a career fair on February 8th for financial planning students. I highly suggest you attend.

Unit	Week	Topic/Coverage	Assignment Due Date
IPE	Monday, January 9	Zoom: Introduction to the course Introduction to Professional Ethics (IPE)	January 16
1	Monday, January 16	Unit 1: Value Proposition	January 23
2	Monday, January 23	Unit 2: Terms of Engagement Zoom: Career Conversations #1	January 30
3	Monday, January 30	Unit 3: Discovery	
3	Monday, February 6	Unit 3: Discovery (cont'd) Zoom: FP Canada February 8: FP Canada Career Fair	February 13
4	Monday, February 13	Unit 4: Analysis	February 27
Reading Week February 18 – 24			
5	Monday, February 27	Unit 5: Recommendations and Financial Plan Zoom: Career Conversations #2	
5	Monday, March 6	Unit 5: Recommendations and Financial Plan (cont'd)	March 13
6	Monday, March 13	Unit 6: Implement Recommendations Zoom: Career Conversations #3	March 20
7	Monday, March 20	Unit 7: Monitor and Review	March 27
	Monday, March 27	Final Assessment	
8	Monday, April 3	Final Assessment (cont'd)	April 14

Summary of Assignment Weighting and Due Dates

Assignment	Weighting	Due Date
IPE	2.5%	Monday, January 16 7 p.m.
PEP: Unit 1 Assignment	2.25%	Monday, January 23 7 p.m.
PEP: Unit 2 Assignment	2.25%	Monday, February 6 7 p.m.
PEP: Unit 3 Assignment	13.5%	Monday, February 27 7 p.m.
PEP: Unit 4 Assignment	9%	Monday, March 6 7 p.m.
PEP: Unit 5 Assignment	13.5%	Monday, March 13 7 p.m.
PEP: Unit 6 Assignment	2.25%	Monday, March 20 7 p.m.
PEP: Unit 7 Assignment	2.25%	Monday, March 27 7 p.m.
PEP: Final Assessment	45%	Friday, April 14th 11:59 p.m.