



FINANCIAL PLANNING

Money Behaviours

AP/ADMS 4508 | Course Outline | Winter 2023

INSTRUCTOR	DR. JODI LETKIEWICZ, CFP®
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COURSE DELIVERY FORMAT	Online / Asynchronous
OFFICE HOURS	Virtual Office Hours (link to sign up on course website)
COURSE WEBSITE	https://eclass.yorku.ca/course/view.php?id=77205

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

January 9 - 15

Week 2: Values and Attitudes

January 16 - 22

Week 3: Money and Happiness

January 23 - 29

Week 4: Financial Socialization and Money Beliefs

January 30 – February 5

Week 5: Culture in Financial Planning

February 6 – February 12

Week 6: Communication Skills

February 13 – February 18

Reading Week

February 19 – 25

Week 7: Communication Workshops

February 27 – March 5

Week 8: Cognition, Emotions, and Distraction

March 6 – March 12

Week 9: Heuristics and Biases

March 13 - 19

Note: March 17 is the drop date

Week 10: Debiasing

March 20 – March 26

Week 11: Influencing and Motivating Change

March 27 – April 2

Week 12: Choice Architecture

April 3 – April 9

Final Exam

Final exam will be online. The date and time will be scheduled by Registrar's Office (April 12 – 27). Please plan accordingly.