Master Course Syllabus

Semester: Spring
Year: 2025
Course Prefix: FIN
Course and Section #: 3060-002
Course Title: Intro to the PFP Profession
Credits: 3

Course Description

Introduces the processes appropriate for entry into the personal financial planning (PFP) profession. Provides an overview of the skills and knowledge sets required to be a PFP professional including an outline of business models and practice management issues within the industry. Includes a review of basic PFP process such as the time value of money, cash and debt management, personal financial statement analysis, education funding, and related issues.

Course Attributes

This course has the following attributes:

☐ General Education Requirements
☐ Global/Intercultural Graduation Requirements
☐ Writing Enriched Graduation Requirements
☒ Discipline Core Requirements in Program
☒ Elective Core Requirements in Program
☐ Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Dr. Laura Ricaldi, CFP®

Student Learning Outcomes

1. Describe the knowledge and skill sets that a Personal Financial Planning (PFP) professional should have to succeed in the industry.
2. Demonstrate understanding of practice standards and codes of ethics of the CFP Board and the vocabulary and terminology of PFP activities.
3. Gather data and analyze issues related to the development of personal financial statements and related financial programs.
4. Describe personal financial issues related to debt management, value of money, education funding, and related issues. 5. Develop personal financial plans including reviews of alternative methods and concepts.

Course Materials and Texts

- Textbook: Fundamentals of Financial Planning, 7th edition, Money Education by Michael A. Dalton, James F. Dalton, Joseph M. Gillice, Thomas P. Langdon

- TI BA-II+ or similar financial calculator.

Course Requirements

Course Assignments, Assessments, and Grading Policy

Assignments

Mini-Assignments, Reading Quizzes, & Discussions:

In each module, there are a few mini-assignments to check learning. These assignments include short answers, calculations, reading quizzes and analysis questions. Some of your assignments will be submitted using Google Cloud Assignments within Canvas. Be aware that these assignments will appear in your Google Drive and you can continue to edit there, HOWEVER any changes made after you submit your assignments will NOT update your original submission. Your professor ONLY sees a snapshot of the document at the time of submission. Discussions will be opportunities to explore topics together. Posts to the discussion should add significantly to the conversation and support your point of view. Comments that do not add significantly to a discussion will receive no credit. It is okay to disagree in a discussion. In fact, much learning happens when we disagree. However, we need to be respectful and keep our online classroom a safe place to learn. Due dates for discussions correspond with the initial post date which is usually a Thursday. Follow up posts are expected to be after the due date and are not marked late. Discussions conclude by the Sunday following the due date. After this, posts will be marked late.

Professional Points:

Throughout the semester you will be required to participate in the financial services industry. This participation can be through attending events, reading practitioner journals, interviewing professionals, and a variety of other options. More details are listed in the assignment.

Major Quizzes:

There will be two major quizzes given throughout the semester. The quizzes are over Time Value of Money (TVM) and Ethics. The quizzes will use a proctoring software to prevent cheating. The quizzes are solo (individual) projects and therefore are NOT to be done with the aid of students from current or previous semesters. Cheating will result in a minimum of zero points for the course.

Case Study Project

All projects will be based on a single case study. There will be several projects that include multiple aspects of the financial planning process. This project is a group project and will be developed throughout the semester. Additional details about the assignments are located in the specific assignment.

Assessments

Case Study Final Project

You will submit a comprehensive financial plan for the case study clients. This document will be a culmination of all of the smaller case study projects. Your group will present in a final showcase of your project at the end of the semester.

Grading Scale:

I do not round up. The grade you earn is the grade you will receive. The following grading standards will be used in this class:

A = 91-100	B- = 80-82	D+ = 67-69
A- = 90-93	C+ = 77-79	D = 63-66

B+ = 87-89	C = 73-76	D- = 60-62
B = 83-86	C- = 70-72	E = 0-59

Assignment Categories

Activity	**Percentage**
Attendance/Participation	5%
Mini-Assignments, Reading Quizzes, & Discussions	20%
Professional Points	5%
Major Quizzes (Ethics & TVM)	20%
Case Study Project	50%

Late Work Statement:
There will be a 10% reduction for each day an assignment is late. The best way to be successful in this course is to submit all assignments by the due dates.

Extra Credit:
There will be very few or no extra credit opportunities. I recommend taking advantage of any opportunity for extra credit as they may not be offered at the end of the semester.

Grade Disputes:
Although grading is done in a fair manner, grade disputes arise. If you have an issue with a grade, email the professor with a brief explanation of why you think you deserve the points within one week (7 days) of the posted assignment grade. The email should be written in a professional and clear style.

Required or Recommended Reading Assignments

All required readings use chapters from the course text that align with the lectures below.

General Description of the Subject Matter of Each Lecture or Discussion

Introduction to the Personal Financial Planning Profession

- Introduction to the financial planning process.
- Introduction to the career field in financial services and the various job possibilities.

Financial Psychology, Behavioral Finance, and Interpersonal Communication

- Client psychology and the financial planning process including topics like managing and mitigating crises events, psychological barriers to a successful financial planning engagement.
- Behavioral finance concepts and theories.
- Communication with clients using various counseling theories.

Time Value of Money

- In-depth analysis of time value of money concepts including present value, future value, annuities, amortization, and needs analysis.

Financial Statements and Analysis

- Creating financial statements like the balance sheet and income statement.
- Financial statement analysis using ratios.

CFP Board Code of Ethics

- CFP Board Code of Ethics including the Standards of Conduct, Procedural Rules, and Fitness Standards.

Education Funding

- Financial aid, sources of education funding, coordinating college savings with financial aid, education needs analysis, and tax implications with education funding.

Special Circumstances and Economics

- Various instances where planners help clients with special circumstances like divorce, terminal illness, dependents with special needs, job loss or job change, and a large financial windfall.
- Macroeconomics and microeconomics within the context of financial planning. Considerations with the external legal environment of financial services industry.

Additional Topics as chosen by the students each semester:

- Consumer credit (includes mortgages, consumer loans, auto loans, credit cards, and various types of consumer credit)
- Debt management (includes debt pay off, how to manage debts, and factors to consider when paying down consumer debt)
- Insurance planning (includes property insurance, life insurance and health insurance)
- Retirement planning (saving for retirement and the most common ways to save for retirement)
- Investment planning (how to start investing, different types of investments)
- Tax planning (basics of tax planning)
- Estate planning (basic documents needed in an estate plan)
- Making large purchases (setting goals and considerations when making a large purchase)

Required Course Syllabus Statements

Generative AI

There will be a few tasks or assignments where you can employ AI tools to complement your work. For these submissions, you must state that you used AI tools within the approved contexts. Clearly state that you used AI tools by mentioning the specific tool and purpose. While AI tools can be a beneficial aid, direct generation of essays, research conclusions, or substantial content from AI is prohibited. Overstepping the provided boundaries, or failing to declare the use of AI tools, will have academic repercussions. If you use AI on non-approved assignments, you will receive a failing grade. If you read this sentence, send me a picture or gif of your favorite animal for 2 extra credit points.

Using Remote Testing Software

☐ This course does not use remote testing software.

☒ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU Accessibility Services at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity
At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their rights and responsibilities. In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in UVU Policy 541: *Student Code of Conduct*.

Equity and Title IX
Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation
UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.
To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a specially dedicated space for meditation, prayer, reflection, or other forms of religious expression.