

COURSE SYLLABUS

Course Prefix & Number	Bus 354	
Course Name	Financial Planning	
Term	Fall	2023

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Kevin Hermening, CFP®, APMA®, MBA
Office:	N/A – See Below in Sec. 1.2
Physical Office Hours:	N/A – See Below in Sec. 1.2
Virtual Office Hours:	via Zoom or Microsoft Teams, Sundays 6-7 pm, or By Appt ; send email or text to schedule
Office Telephone:	Cell/Text 715-571-0950, or use email to schedule call (<i>please remember to identify yourself as a student in your initial text</i>) NOTE: Text will get my attention first, so feel free to use it, please!
E-mail:	khermeni@uwsp.edu
Expected Instructor Response Time:	<24 Hours

1.2. Course Information

Meeting Time & Location for face-to-face sessions:	CPS 210 (In-Person Class is on Thursday evening from 5:00-7:50 pm) Office hours ~30 minutes +/- class period from 4:30-5:00 pm, and from 7:50-8:20 pm
Course Description:	Introductory survey course of the basic content included in the Certified Financial Planner (CFP®) program. Financial Planning, Personal Insurance, Investments, Federal Income Tax, Retirement Planning, Employee Benefits, and Estate Planning will be covered.
Credits:	3
Prerequisites:	BUS 350 or Consent

1.3. Textbook & Course Materials


Required Text(s):	Personal Financial Planning by Billingsley, Gitman, Joehnk, and (15 th Edition); available as a UWSP rental
Recommended Text(s):	
Other Readings:	
Other Required Materials / Applications:	

1.4. Course Technology

Course Delivery:	Face-to-Face
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Delivery Mode Changes: Changes to course delivery may occur at any time during the term to address public health and safety concerns.

Canvas Support:

Click on the HELP button () in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question
Submit a question to your instructor
 - Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
- Chat with Canvas Support (Student)
Live Chat with Canvas Support 24x7!
 - Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
- Contact Canvas Support via email
Canvas support will email a response
 - Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone
Find the phone number for your institution
 - Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
- Search the Canvas Guides
Find answers to common questions
 - Searching the [Canvas guides](#) connects you to documents that are searchable by issue. You may also opt for [Canvas video guides](#).
- Submit a Feature Idea
Have an idea to improve Canvas?
 - If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea Avenue.

Self-train on Canvas through the Self-enrolling/paced Canvas training course: <https://uws.instructure.com/courses/45767>

UWSP Technology Support:

The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit: [IT Service Desk](#).

For technology instruction sheets, online support videos, and other related resources, go to: [UWSP Online Student Support](#).

The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit: [Tech Essentials Training](#).

Additional tools designed to help students taking online or hybrid courses can be found at: [UWSP Online Student Orientation](#).

2. LEARNING OUTCOMES

2.1. Course Goals

Learn basic financial skills that are the foundation for long term financial success. *Emphasis in the course will be on how you can apply these skills to serving clients in the financial services industry.*

2.2. Course Learning Objectives

Mastery of course material should make it easier to be prepared for the FINRA SIE® (Securities Industry Essentials®) exam and provide a foundation for accelerating your learning in preparation for the credentialing examination for the CFP® (CERTIFIED FINANCIAL PLANNER™).

2.3. Academic Unit

SBE Mission:

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment:

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of

continuously improving our programs through connections with local business leaders, alumni, and the community.

3. COURSE POLICIES

3.1. Attendance

Classroom Expected/Discussion/Complete Assignments

- ***This class seeks to prepare you for the professional world of work. To this end, your attendance in class is required. Your regular attendance develops responsibility and accountability and sets a pattern that is expected by employers. Good communication is also an expectation of your professors, instructors, and future employers. You must communicate in a timely manner with your professors and instructors regarding any necessary absence, late arrival, or early departure from class.***
- Any student who misses more than four classes during the semester will lose one letter on the final grade. Excused Absences *do not count* against the four-class limit ***if you inform your instructor in advance.***
- Unexcused late arrival to class (tardy) three times will be counted as one absence.
- Except for an emergency, you are expected to remain in the classroom for the duration of the class period. If you must leave class early, inform your instructor before class. If you fail to inform the instructor, your early departure will count as a Tardy.

3.2. Late Work

Accepted, but penalized; usually 10% Reduction

3.3. Etiquette/Netiquette

This is an in-person class. No online class options are being made available.

3.4 Proposed Class Schedule

Each class will be broken into several sections. There will be industry or non-proprietary material used in some presentations or handouts. Most weeks there will be pre-test, not to be used for grading. Every week will include readings, online group discussions (graded), graded quizzes, and homework assignments. There will be an online mid-term exam, and a final exam. The Final Financial Planning Project (building an Excel spreadsheet model financial plan) worth 20% of the final grade. There will be no surprise quizzes, projects, or exams.

It is the plan to make this class as interactive and enjoyable as possible. Financial Planning is my passion and, even if you have no intention of making it your career, you will learn much that can help you throughout your life.

Breaks will occur from 6:20-6:30 p.m. (est.)

Week-by-Week Class Schedule:

September 7, 2023 – Chapter 1: understanding the financial planning process.

September 14, 2023 – *Guest speakers, first half of class*; Chapter 2: using financial statements and budgeting.

September 21, 2023 – Chapter 3: preparing your taxes.

September 28, 2023 – **No Class**; *I am attending the Financial Planning Association annual conference. Homework will be assigned.*

October 5, 2023 – Chapter 11: investment planning; Chapter 12: investing in stocks and bonds; Chapter 13: investing - mutual funds and ETFs. **Set up of Stock Market Game, and Groups assigned by the instructor.**

October 12, 2023 – Chapter 4: managing your cash and savings.

October 16, 2023 – Stock market game begins.

October 19, 2023 – **No Class**; **Online Open Book Mid-Term Exam available at 5:00 pm; due by October 26, 2023 (estimated 90 minutes).**

October 26, 2023 – **Final Project Outline discussed in class. Assignment due 11:00 p.m., December 22, 2023.**

November 2, 2023 – Chapter 5: making automobile and housing decisions; Chapter 6: consumer credit and credit cards, focuses on the positive aspects of using credit and what it takes to build and maintain a strong credit history; Chapter 7: using consumer loans.

November 9, 2023 – Chapters 8, 9 & 10: life, health, and property & casualty insurance.

November 16, 2023 – Chapter 14: retirement planning.

November 23, 2023 – **No Class; Thanksgiving break.**

November 30, 2023 – **Virtual Zoom Class**; Final Project Work-in-Progress discussion (**voluntary attendance**).

December 7, 2023 – Chapter 15: estate planning.

December 14, 2023 – Final Project Work, Class Review.

December 21, 2023 – **Final Exam (estimated 2 hours). (Tentative date).**

4. GRADING

4.1. Grading Scheme

Letter Grade	Percentage Range (x = your score)				
	A	93.0%	≤	x	≤
A-	90.0%	≤	x	≤	92.9%
B+	87.0%	≤	x	≤	89.9%
B	83.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	82.9%
C+	77.0%	≤	x	≤	79.9%
C	73.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	72.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%

4.2. Grading Notes (if provided)

A grading curve is unlikely to be used

4.1. Points Available

Points (if provided)	Percent (if provided)	Item Description	Gradebook Category (if provided)	Category Percent (if provided)
	10	Weekly Quizzes (1 point each)		
	15	Weekly Homework		
	0	Pro Events (not required)		
	15	Group Investment Game Strategy		
	0	Group Investment Game Ranking		
	20	Individual Project		
	10	Mid-Term Exam		
	15	Final Exam		
	10	You Can Do It Now Presentations / Discussions / Class Participation		
	5	Attendance (<i>marked down 1 pt. for every <u>unexcused</u> absence</i>)		
	100%	TOTALS		

5. COURSEWORK DESCRIPTIONS & COMMENTARY

5.1. Exams

There will be only a Final Exam, and no mid-term exam. There will also be an individual project, assigned following the third class. There will be a group investment project, assigned following the fourth class. All students will be expected to participate in extemporaneous discussions about various topics we will cover, along with at least one small group presentation.

5.2. Quizzes

There will be a quiz each class period except the final day, which will be the Final Exam.

5.3. Assignments

There will be three types of weekly homework assignments:

- Reviews of prior week's class presentation and discussion
- Application of content to your personal life
- Computations and reporting based on various topical areas

5.4. Smiley Professional Events (or Pro Events)

For this course, there are no requirements for you to attend any Pro Events, and no credit is being given if you do.

6. SCHEDULE

6.1. Dates and Deadlines

The instructor will provide a tentative course schedule in a supplementary file. All provided course schedules are organized by week number in accordance with the official UWSP Academic calendar. A direct link to the UWSP Academic calendar can be found here: [UWSP Academic Calendar](#).

7. OTHER ADMINISTRATIVE DETAILS

7.1. ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: [UW Legal and Policy Information](#).

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor

should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor, and contact the Disability Resource Center (DRC) to complete an Accommodations Request form. The DRC is in room 108 in the Collins Classroom Center (CCC). For more information, call 715-346-3365 email drc@uwsp.edu, or visit: [Disability Resource Center](#)

7.2. Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit: [Equal Opportunity Human Resources](#)

7.3. SBE Inclusivity Statement

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective, and we learn from hearing many of them, but not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it. To do so, first go to the [Hate Bias Response Team website](#), then click the button that corresponds to the appropriate campus, and finally complete and submit the report. You may also contact the Dean of Students office directly at dos@uwsp.edu.

Further information on UWSP's commitment to an inclusive campus can be found here: [Equity, Diversity, and Inclusion](#)

7.4. Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: [Chapter UWS 22 Accommodation of Religious Beliefs](#).

7.5. Help Resources

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 234 Collins Classroom Center (CCC). For more information, call 715-346-3568 or visit: [Tutoring-Learning Center \(TLC\) at UWSP.](#)

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: [UWSP Student Health Services.](#)

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: [UWSP Counseling Center.](#)

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. Responding to students with care, concern, and resources is critical in supporting the success of our students and campus community, and therefore the Dean of Students maintains a list of resources that can provide support for a wide variety of situation. That list can be found here,

[Dean of Students Resources.](#) Moreover, the Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. Simply put, the Dean of Students is here to help. If you are ever unsure of what to do or who to contact, contact the Dean of Students Office at 715-346-2611 or visit them online at [UWSP Office of the Dean of Students.](#)

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: [UWSP Dean of Students Anonymous Reports.](#)

7.6. Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to: [UWSP Emergency Guidebook pdf.](#)

7.7. UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. To ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: [UWSP Community Bill of Rights and Responsibilities](#).

7.8. University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at: [University Attendance Policy](#).

7.9. University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at: [University Drop Policy](#).

7.10. Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: [Chapter UWS 14 Student Academic Disciplinary Procedures](#).

7.11. Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at: [UWSP Grade Reviews/Appeals](#).

7.12. Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: [UWSP Non-Academic Misconduct](#).

7.13. Confidentiality

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: [UWS Digital Learning Environment External Application Integration Requests](#). Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Policies for tool used at UWSP be found at: <https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx>

Here are steps you can take to protect your data and privacy:

- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at: [Terms of Use and Privacy Policies for Tools Used](#)

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.14. Intellectual Property - A Guide to Student Recording & Sharing Class Content

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.15. Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.16. Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.