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| **PROGRAM** | **MBA** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Wealth Management** |
| **COURSE CODE** | **04MB0425** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 hours** |

**COURSE OUTCOMES:**

* To apply the financial statement analysis in preparing the financial plan of a client
* To do appropriate client profiling by using the skills required for effective wealth management
* To Formulate the Ideal asset allocation strategy by knowing risk-return-tax aspects of different investment avenues and asset classes
* To design strategies for effective Insurance Planning, Tax Planning, Retirement Planning & Estate Planning with the help of Wealth planning templates and tools
* To create/modify the asset allocation by doing portfolio performance attribution analysis

**Course Contents:**

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| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| I | **Introduction to wealth management & Financial Statement Analysis:**  How is wealth management different from personal financial planning? Key drivers of wealth management, Indian perspective of wealth management, Wealth management process, wealth management market in India, Importance of Financial Statements Analysis in Financial Planning  **Comparative-Common Size-Trend analysis (With the use of MS Excel):** Income and Expenditure Statement, Balance Sheet, Financial Ratio Analysis, Cash Flow Analysis | 6 |
| II | **Client Profiling & Behavioral Skills required for Wealth Management:**  **Client Profiling (With the use of cash study):** Know Your Customer / Client, Financial Planning Horizon, Reevaluating Customer Needs, Clients Goals setting, types of goals, goal prioritization, time dimension of goals, data gathering Constraints and Objectives, Strategies for Complete Financial Plan  **Skills required for Wealth Management:** Time Management, Negotiation Skills, Convincing Skills, Etiquettes and Manners when especially dealing with personal confidential data of clients, ethical behavior, client objection handling, Closing a deal, Marketing Skills: Relationship Management, Selling in an competitive environment, relationship management process, personal selling skills | 8 |
| III | **Investment Products & Asset Allocation:**  **Investment Products:**  Investment constraints, investors categorization, investment styles and factor impacting investment behavior, Investment products - fixed income financial instruments, money market instruments, equity, mutual funds, derivatives, credit cards, Systematic Investment Planning (SIP) Risk analysis of various investment products, Art, Gold, Antiques, Commodities, Real Estate, Real Estate Investment Trust Security (REITS), Real Estate Related Mutual Funds  **Asset Allocation :**  risk associated with the various asset classes, Asset allocation process, strategic asset allocation strategies, tactical asset allocation strategies | 10 |
| IV | **Insurance Planning, Tax Planning, Retirement Planning & Estate Planning (With the help of Wealth planning templates and tools):**  **Insurance Planning:** Life Cycle Stages of Individual and Concept of Life Insurance, Insurance products, Insurance Planning Strategies Concepts of Risks and Classification of Risks  **Tax Planning:** Basic Concepts of Income Tax, Ethical Considerations in Tax Planning, Tax Planning Strategies  **Retirement Planning:** Process of Retirement Planning, Type of Retirement Plans available  **Estate Planning:** Need for Estate Planning, Process of Estate Planning, Creation of will and Administration, Estate Management | 10 |
| V | **Portfolio Performance Attribution analysis & Wealth Management Strategies (With the help of MS Excel):**  Portfolio Construction, introduction to portfolio management services, portfolio management process, tracking of portfolio performance – Sharpe’s Ratio, Treynor’s Ratio, Jensen’s Ratio, Information Ratio, Drawdown, Sortino Ratio, Brinson Model  **Wealth Management Strategies (A Financial Plan is expected to be prepared by each student):** Dropping the Non Wealthy habits, Philosophy of Wealth Creation and Management, Strategies for wealth management | 08 |

**Evaluation:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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|  | **Component** | **Weight age** |
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.S.E.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment)- Practical Assessment |

**SUGGESTED READINGS:**

**Text Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | Edition & Year of  Publication |
| **T-01** | Lawrence J. Gitman | Personal Financial Planning | Cengage | 13th Edition - 2014 |
| **T-02** | Joydeep Sen | Financial Planning & Wealth Management: Concepts and Practice | SPD | 1st Edition - 2020 |

**Reference Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | Edition and Year of  Publication |
| **R-01** | Dun & Bradstreet | WEALTH MANAGEMENT | TMH Publications | 2nd Edition-2017 |
| **R-02** | Madhu Sinha | Financial Planning: A Ready Reckoner | TMH Publications | 2nd Edition-2016 |