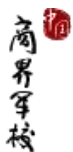




PHBS

北京大学汇丰商学院



Course Code Course Name Module, Academic Year

Course Information

Instructor:

Office: PHBS Building, Room 748

Phone: 86-755-2603-5324

Email: guozhong@phbs.pku.edu.cn

Office Hour: Tue & Fri. 2:00-3:30pm

Teaching Assistant:

Phone:

Email:

Classes:

Lectures: Day, Time: Tue & Fri. 3:30-5:20 pm

Venue: PHBS Building, Room

Course Website:

N.A.

1. Course Description

1.1 Context

Course overview:

This course provides comprehensive and practical training in household financial planning, preparing students for careers in wealth management, financial advising, insurance and other financial services. Important topics include but not limited to: biases in household financial decisions and their corrections, rational financial decisions, asset allocation, housing choices, debt management, insurance allocation, retirement planning, and estate planning.

Prerequisites:

basic training in finance and economics; thorough understanding of key concepts such risk, return, liquidity, diversification, optimization, utility function, rational decisions, behavioral bias etc.

1.2 Textbooks and Reading Materials

- No official textbooks. We'll provide slides and reading materials.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES)
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		with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	YES
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	YES
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	YES
	2.2. Students will be able to apply leadership theories and related skills.	YES
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	YES
	3.2. Our students will practice ethics in the duration of the program.	YES
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	YES
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	YES
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	YES
	5.3. Our students will demonstrate competency in critical thinking.	YES

2.2 Course specific objectives

Students are expected to gain systematic understanding of house financial planning, and acquire practical skills for careers in wealth management, financial advising, insurance, and family office.

2.3 Assessment/Grading Details

Class participation (10%), mid-term exam (50%), final case study (40%).

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

- (1) Nov. 14 (Fri):** course overview and key concepts
- (2) Nov. 18 (Tue):** biases in household finance and their corrections.
- (3) Nov. 21 (Fri):** human capital and financial planning
- (4) Nov. 25 (Tue):** consumption, saving and lifetime budgeting
- (5) Nov. 28 (Fri):** asset allocation – traditional approaches
- (6) Dec. 2 (Tue):** asset allocation – the lifecycle model
- (7) Dec. 5 (Fri):** real estate markets
- (8) Dec. 9 (Tue):** housing and real estate investment
- (9) Dec. 12 (Fri): mid-term exam**
- (10) Dec 16 (Tue): Guest speech**
- (11) Dec 19 (Fri):** debt management (secured/unsecured, credit score)
- (12) Dec 23 (Tue):** personal bankruptcy
- (13) Dec 26 (Fri):** insurance market and insurance planning
- (14) Dec 30 (Tue):** social insurance
- (15) Jan 2 (Fri):** retirement planning
- (16) Jan 6 (Tue):** estate planning
- (17) Jan 9 (Fri):** financial planning and the macro economy
- (18) Jan 13 (Tue):** household finance in China (special topic)

4. Miscellaneous