ACT 399R/599R: Personal Financial Planning

FIN 399R/599R: Personal Financial Investing

Develop a roadmap to financial success

Offered by the Goizueta Business School
### Understanding and managing sources of income.
- What’s the difference between employment income and contract income? Capital gains? Why do I care?
- Who is FICA and why is she taking a bite out of my paycheck?
- Understanding your employment contract and your bonus plan.
- Selling a home? Kaching! Understanding a sales contract.

### Understanding and planning for costs.
- Developing a personal budget, and sticking to it!
- Expenses versus debt.
- Saving for a car or home.
- Basics on types of healthcare plans.
- Health and childcare savings accounts.
- I’m healthy, why do I need life insurance?

### Using debt responsibly
- What is a credit score and why does it matter?
- How do credit cards work? Hey, I can afford that minimum payment!
- Understanding car loans: What is that finance guy really doing in the back?
- Mortgages and closing on your new home. I don’t recall seeing an attorney! Should I just open my wallet for you? What is PMI, anyway?!

### Paying the Taxman
- Basics of the US tax system. What is a graduated tax?
- Why is it called “gross” if it’s the biggest income number? What is AGI?
- Tax credits vs deductions
- Itemized vs standard deductions
- Tax implications of investments.
ACT 399R/599R: Personal Financial Planning

**Objective**
Teach students to develop a roadmap to financial success

**Description**
The Personal Financial Planning course will teach students to develop a roadmap for financial success through income planning, debt management, insurance selections, and tax planning. Whether it’s buying a car or home, saving for your child’s college education, or filing your tax return, you will learn strategies to make your personal financial life as successful as your professional career.

**Topics**
Income planning, budgeting, management of cash flow, responsible use of debt, saving opportunities, insurance, tax planning and preparation
ACT 399R/599R: Personal Financial Planning

# Class Sessions
- Understanding and managing sources of income: 5
- Understanding and planning for costs: 3
- Using debt responsibly: 5
- Paying the Taxman: 7

Guest Speakers
- HR benefits manager
- Insurance Expert
- Mortgage broker/attorney
- CPA/Tax Accountant
ACT 399R/599R
Course offering

Fall 2020 and Spring 2021

3 credits

Open to all Emory University undergraduate and graduate students

Prerequisite: none

Instructor:

Usha Rackliffe
Associate Professor in the Practice of Accounting

Usha Rackliffe is an award-winning instructor at the Goizueta Business School. Prior to joining Emory University, Professor Rackliffe held the position of Chief Financial Officer (CFO) for the Board of Regents of the University System of Georgia, where she managed the seven billion dollar budget for the thirty-five public universities in Georgia. After her tenure as CFO, she spent four years as a full time faculty member in the Robinson College of Business at Georgia State University, until joining Emory University in 2015. Usha holds a J.D. from the Georgia State University College of Law. She is a member of the bar and a CPA. Professor Rackliffe is regularly featured on local news programs.

“If you can light that fire and inspire a student ... That is what I live for.”

~ Usha Rackliffe
FIN 399R/599R : Personal Financial Investing

Financial Securities
- Stocks
- Bonds
- Mutual Funds
- ETFs
- Money Markets
- CDs
- Cash
- Risk and Return

Investment Choices
- Asset Allocation
  - How to build a portfolio
- Active vs. Passive Management
- Risk Management
- Brokerage Accounts
- Financial Advisers
- Retirement Accounts
  - IRA
  - 403b and 401k

Real Estate
- Primary Residence
- Vacation Property
- Rental Property
- Mortgages
  - Fixed
  - Adjustable
- Real Estate as An Investment

Behavioral Finance
- Psychological Foundations
  - Biases of Judgement
  - Errors of Preference
- Limited Arbitrage
- Sources of Overconfidence
- Implications for Investor Welfare, Financial Markets, and Corporate Decision Making
- Cultural Differences in Investment Behavior
FIN 399R/599R : Personal Financial Investing

Objective
Teach students alternative approaches for investing discretionary income

Description
The Personal Financial Investing course will teach students approaches to grow their net worth over long-time horizons while managing their risk. The course focuses on explaining the different features of various financial securities and the mechanics of participating in these markets.

Topics
Stocks and the stock market, bonds, asset allocation, risk management, brokerage accounts, retirement accounts, real estate, mortgage alternatives, and behavioral finance
FIN 399R/599R : Personal Financial Investing

# Class Sessions
9 9 4 3

Guest Speakers

Financial Securities
Investment Choices
Real Estate
Behavioral Finance

Fund Manager
Real Estate Investing: From Apartments to Franchises
FIN 399R/599R
Course offering

Spring 2021
3 credits
Open to all Emory University undergraduate and graduate students
Prerequisite: none

Instructor: Thomas More Smith
Associate Professor in the Practice of Finance

Thomas More Smith is an economist and finance professor at the Goizueta Business School. He teaches in every program the business school offers and virtually every level of student – from Full Time MBAs to undeclared freshman. Although his specialty is the economics and finance of sports and entertainment (Sports Economics, 1e, Sage, is scheduled for release in late 2021), he routinely speaks about the economy on national television and radio shows. He can be heard weekly on the Fanalytics podcast where he talks about sports analytics and the use of big-data in baseball, football and other professional sports leagues.

“My students know me well. Usually they come at me with two questions, “What about those Cubs?” and “What about those markets?”

~ Thomas More Smith