GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, Semester - IV

Subject Name: Wealth Management
Subject Code: 1549513

1. Learning Outcomes

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	• Develop domain knowledge of various financial and non-financial products to facilitate wealth management.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	• Evaluate financial life cycle and suggest suitable product as per risk & return appetite of the client.
Global Exposure and Cross-Cultural Understanding (GECCU)	• Explore global practices related to Wealth Management
Social Responsiveness and Ethics (SRE)	• Discuss to adopt ethical practices to ensure an efficient and responsible professional.
Effective Communication (EC)	• Describe and elaborate about Wealth Management and its role in overall financial and retirement planning.
Leadership and Teamwork (LT)	• Assess the economic need of the client and design solutions to meet the client's goals

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), "-"= no correlation

Sub Code: 1549512	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Develop domain knowledge of various financial and non-financial products to facilitate wealth management.	3	3	3	-	2	1	1	-	3
LO2: Evaluate financial life cycle and suggest suitable product as per risk & return appetite of the client.	2	3	3	2	2	1	3	-	3
LO3: Explore global practices related to Wealth Management	3	3	3	2	2	1	3	-	3
LO4: Discuss to adopt ethical practices to ensure an efficient and responsible professional.	3	1	3	2	3	2	2	-	2
LO5: Describe and elaborate about Wealth Management and its role in overall financial and retirement planning.	2	1	1	2	2	3	3	1	2

LO6: Assess the economic need of the client and design solutions to meet the client's goals	3	3	3	3	2	2	1	3	2

2. Course Duration: The course duration is of 40 sessions of 60 minutes each.

3. Course Contents:

Module No:	**Module Content**	**No. of Sessions**	**70 Marks (External Evaluation)**
I	**Introduction of Wealth Management:** Meaning, Scope of Wealth Management, Components of Wealth Management, Process of Wealth Management, Segments of Wealth Management Business, Dynamics of the Global Wealth Management Markets, Understand the Verticals of Wealth Management, Functions and Role of Wealth Manager, Importance of need of Wealth Management Services, Code of Ethics for Wealth Manager.	10	17
II	**Financial Life Cycle:** Describe Financial Life Cycle, Stages of Client Financial Life Cycle, New Measures of Risk & Reward, Importance of Wealth Accumulation & Wealth Erosion, Causes of Wealth Erosion, Effect of Inflation, Income streams falling under the category of accumulation stage like Bank Deposit, PPF, POSBA, PORD, NSC, KVP, RBI Bonds, ELSS, NPS, and REITs etc. Income streams falling under the category of retirement stage like Senior Citizen Scheme, Post Office Monthly Income Scheme, etc.	10	18
III	**Measuring Investment Returns& Risk in Wealth Management:** Understand Client Risk Profile, Absolute Return, CAGR, XIRR, Time-Weighted Rates of Return, Rolling Returns, Measures of Risk, including Standard Deviation, Covariance &Downside Deviation, Reward-to-Risk Ratios, including the Sharpe and Treynor Ratios, Stock Return & Beta, Benchmarks and Selection of Benchmarks, Concept of Alpha, Measures of Relative Performance, including Tracking Error, and the Information	10	18

	Ratio.		
IV	**Retirement Planning:** Introduction, Steps Required for Retirement Planning – Defining Clients Goals, Gathering Information, Analysis, Importance of Retirement Planning, Issues in Retirement Planning, Types of Retirement Benefits Plans, Retirements stages of an Individuals, Evaluating Options and Examining Asset Allocation, Choosing Income Solutions. Estate Planning, Steps Required for Estate Planning, Consequences of not having Retirement and Estate Plan.	10	17
V	Practical: Behavioural Finance Project on understanding the investor's behaviour for personal finance purposes. **Case-Study:** Analysis Client's Cash Flow & Preparation of a Wealth Management Plan and Retirement Planning.	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	**(Internal Assessment – 50 Marks)**
A	• Continuous Evaluation Component	30 marks
	• Class Presence	10 marks
	• Quiz	10 marks
B	**Mid-Semester Examination**	**(Internal assessment-30 Marks)**
C	**End-Semester Examination**	**(External assessment-70 Marks)**

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6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Dun & Bradstreet	Wealth Management	McGraw-Hill Education	Latest Edition
2	Sen Joydeep	Wealth Management: A Guide for Affluent and Middle Income Classes	Shroff Publishers	Latest Edition
3	Jason Butler	FT Guide to Wealth Management	Pearson UK	Latest Edition
4	Harold Evensky, Stephen M. Haoran, Thomas R. Robinson	The New Wealth Management	John Wiley & Sons	Latest Edition
5	Michael M. Pompian	Behavioral Finance and Wealth Management	John Wiley & Sons	Latest Edition
6	Jean L. P. Brunel	Goals-Based Wealth Management	John Wiley & Sons	Latest Edition
7	Richard C. Nolan, Kelvin F. K. Low, Tang Hang Wu	Trusts & Modern Wealth Management	Cambridge University Press	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc

1. ET Wealth Magazine
2. Capital Markets
3. Forbes India
4. Business Today
5. Money Life
6. Business Standard
7. Economic Times