



NATIONAL UNIVERSITY OF SINGAPORE
Department of Finance



FIN3135/FIN3721:
Consumer Banking Wealth Management
(Semester I, 2021/2022)

Instructors: Assoc Prof YEO Wee Yong (NUS)*
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Class Hours: Thursday 3 pm to 6 pm

Consultation*: E-mail at least the day before

Main Reading:

Lecture notes and case studies

Prerequisites: FIN2004

Course Objective:

The objective of this module is to introduce students to the consumer banking wealth management industry. Technical knowledge of some of the financial instruments clients typically invest in and the financial planning and sales process will be covered. Soft skills in developing clients trust and loyalty will also be taught.

Wealth management is an integral part of the financial industry. Singapore has a strong reputation as a wealth management center and is looking to further develop and strengthen its position. The importance of working with industry players to develop courses on wealth management cannot be overstated. DBS is one of the biggest player in this area. Hence, this module is in collaboration with DBS trainers.

Assessment: This is a 100% CA course
(Subject to changes)

| | |
|---------------------------------------|------------|
| Class participation | 30 |
| Case Presentation | 15 |
| Case Report I | 15 |
| Case Report II | 15 |
| Individual Research Report Assignment | 15 |
| Individual Presentation Assignment | 10 |
| Total | 100 |

Class participation (Individual):

Classes will be conducted in a participative manner. Students are to prepare for classes, including and especially reading the cases, and participate actively in class discussions.

Cases

Cases will be used throughout the modules.

Case Presentation (Individual and Group)

Each group will present answers to one of the case studies. Individual and group presentation components are 10% and 5% respectively.

Case Report I and II (Group)

Each group will provide written reports on 2 case studies (other than the case the group presented).

Individual Research Assignment (Individual)

Each student will choose a topic to research on and write a professional report on it.

Individual Presentation Assignment (Individual)

Each student will record a personal video recording of the Individual Research Assignment.

Points to Note:

1. **Attendance:** Students must not miss more than 2 classes (not including absence due to medical (accompanied by medical certificates) or compassionate reasons). **Violators will be heavily penalized.**
2. CA Attendance: Students who miss a CA component will receive zero marks for that particular component. Absentees due to medical (accompanied by medical certificates) or compassionate reasons may be given a substitute form of assessment.
3. Students are encouraged to always feedback to the professor comments and suggestions that may help the class to learn better.
4. Students are to check the LumiNUS weekly for announcements.
5. Forum in LumiNUS exclusively for students' discussions in topics pertaining to finance
6. Please use NUS e-mail for e-mail communications

SPECIAL NOTE FROM THE BBA OFFICE: ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>