



NATIONAL UNIVERSITY OF SINGAPORE
Department of Finance



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

Instructors: Assoc Prof YEO Wee Yong (NUS)*
Mr. Wee Yan Hann (DBS)
Ms. Grace Lin (DBS)

Office*: BIZ1 07-57

Telephone*: 6516-3139

E-mail*: bizyeowy@nus.edu.sg

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

Class Arrangement:

F2F classes should resume in Semester II. Hence, students should come for F2F classes as long as they are in Singapore and are not symptomatic. **Students who cannot come for the F2F classes (with valid reasons) should email me at least 24 hours before the class. Zoom sessions (and Zoom recordings) will only be set up when necessary.**

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
Term Project	30
Quiz I	10
Quiz II	10
Group Case Report	10
Individual Presentation Assignment	10
Total	100

Class participation:

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

Term Project:

This a group project. The objective of the project is to allow students to research into issues and questions related to wealth management and to share the knowledge they have acquired with the rest of the class. The project consists of a written report (**due on March 12, 6 pm**) and a presentation.

Quiz I and II:

These are quizzes to be held during class time. Students are to make sure that they are available to sit for the quizzes.

Group Case Report

Each group will provide a written report on one of the case studies.

Individual Presentation Assignment

Each student will record a personal video recording of a presentation on topic(s) that will be given during the semester.

Points to Note:

1. **Attendance:** Students must not miss more than 2 F2F classes (not including absence due to medical (accompanied by medical certificates), compassionate, or other valid reasons. **Violators will be heavily penalized.**
2. **CA Attendance:** Students who miss a CA component without valid reasons will receive zero marks for the particular component. Absentees with valid reasons may be given a substitute form of assessment.
3. Students are encouraged to always **feedback** to the instructor with comments and suggestions that may help the class to learn better.
4. Please use **NUS e-mail** for e-mail communications.
5. Students are to check LumiNUS and emails regularly for **announcements**.
6. Students should help to create a conducive learning environment, including complying with instructions given and announcements made during the course of the semester including. **Students who fail to do so will be penalized.**

Note from the Undergraduate 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/>