



**NATIONAL UNIVERSITY OF SINGAPORE**  
Department of Finance



**FIN3721:**  
**Consumer Banking Wealth Management**  
(Semester I, 2022/2023)

**Instructors:** Assoc Prof YEO Wee Yong\*  
DBS Bank Trainers

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**Consultation:** E-mail at least the day before

**Main Reading:**  
Lecture notes and case studies

**Prerequisites:** FIN2704

**Course Objective:**

The objective of this module is to introduce students to the consumer banking wealth management industry. Important issues, trends, and challenges of the industry will be explored. 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**

Class participation	30
Term Project	30
Quiz I	10
Quiz II	10
Group Case Report I	10
Group Case Report II	10
<b>Total</b>	<b>100</b>

**Class participation:**

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

**Term Project:**

This is 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 September 30, 6 pm) and a presentation.

**Quiz I and II:**

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

**Group Case Report I and II**

Each group will provide a written report on two of the case studies discussed in class (due on November 11, 6 pm).

**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/>

