Finance 3272-001  
Life Insurance and Professional Financial Planning  
Fall 2013

Instructor: Thomas S. Marshall  
Office: 350D Friday Building  
Office Hours: TR 3:30 – 5:30 pm and by Appointment  
Phone: 704-687-7641, email: tsmarca@uncc.edu

Class Meets: TR 11:00 AM – 12:15 PM, Health & Human Services # 147

Special Information

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Regular class attendance and promptness are expected. Three or more unexcused absences or frequent tardiness may result in a significant grade penalty at the discretion of the instructor.

All students are welcome to visit with me during office hours or by appointment.

All students are required to be familiar with the following two codes defined in the 2013-2014 Undergraduate Catalog http://catalog.uncc.edu/undergraduate-catalogs/current and to conduct themselves in accordance with the standards set forth:

A. The UNC Charlotte Code of Student Academic Integrity

B. The UNC Charlotte Code of Student Responsibility

Course Description

This course explains the uses of life insurance, annuities, health insurance and Social Security in the financial planning context. It explains the integration of Social Security benefits, employer provided benefits, and individually purchased life insurance and investments into comprehensive financial plans. Students successfully completing this course should understand the need for and main techniques of financial planning in contemporary U.S. society.
Course Objectives

1. Teach the vocabulary and principles of life insurance and financial planning.

2. Explain how individuals and families achieve financial security in American society and the role life insurance, annuities and investments play in the process.

3. Explain the financial planning process including the development of college savings programs, savings for retirement and transferring property at death.

4. Explain how professional financial planners and individuals can use Excel spreadsheets to make projections needed to complete financial plans.

Textbook

A *Clicker (Turning Technologies)* is required. The Clicker can be purchased from the Bookstore.


Examinations and Grades

The grading scale is as follows:

90 and above =A; 80-89 =B; 70-79 =C; 60-69 =D; less than 60 =F

1. There will be two hourly examinations and a final examination. Each exam is 20% of the final grade. The time of the final exam is determined and printed in the UNCC Exam Schedule. In general, no make-up exams will be given. If a student misses an exam because of an excused absence, the missed exam will be added to the final exam weight, and the final exam will be comprehensive (including material from the missed exam). If a student misses an exam because of an unexcused absence, a zero (0) grade will be assigned for that exam.

2. 10% of the final grade is based on classroom participation measured by attendance and interactive assessments (Clicker exercises).
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3. 30% of the final grade is based on a comprehensive case study. The case study is a group project (3-5 in the group) requiring the development of an excel based financial plan along with a written analysis.

The case study instructions and grading guidelines are as follows:

A. General Instructions:
   (1) The written analysis must be in Microsoft Word or a compatible program.
   (2) Spreadsheets should be based on Microsoft Excel
   (3) Be sure to document all references, including sources of data and planning assumptions.
   (4) The report must reflect the efforts of your group and not the efforts of others. A failing grade will be assigned if plagiarism is evident. Please refer to the UNCC Code of Student Academic Integrity and the UNCC Code of Student Responsibility.

B. Group Grade:
   A group grade will be assigned to the project. Individual team members may receive a lower grade or a higher grade than the group grade, subject to the team members efforts based on peer evaluations. The maximum penalty for lack of participation or poor participation is a failing grade. Please see the Group Project Peer Evaluation Worksheet.

C. Report Content and Grading Factors (Please organize your report based on this outline):
   (1) Five Year Projected statement of cash flow – 10%
   (2) Dynamic analysis spreadsheet for each spouse showing total income and cash needs less total liquid assets and SS survivor benefits – 20%
   (3) Projected cash needs spreadsheet – 5%
   (4) Projected liquid assets spreadsheet – 5%
   (5) Projected social security survivor benefits -5%
   (6) Analysis of SS retirement benefits, retirement income objectives, available resources, and projected deficit - 20%
   (7) A written financial plan with recommendations for implementation -35%
## Tentative Assignments

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter or Reference</th>
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<td>August 20</td>
<td>Review Syllabus &amp; Moodle</td>
<td>Syllabus, Moodle</td>
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<tr>
<td>22</td>
<td>Introduction to Life Insurance</td>
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<td>27</td>
<td>Estimating the Insurance Need</td>
<td>Chapter 2, pages 19-38</td>
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<td>September 3</td>
<td>Estimating the Insurance Need</td>
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<td>Introduction to Johnson Case Study</td>
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<td>5</td>
<td>Social Insurance</td>
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Note: Johnson Case Due on 26th December 3rd Right Policy and Company on 3rd December