



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB04001061

Course / Subject Name: Financial Planning

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Multi-Disciplinary Course (MDC/Elective)

Prerequisite:	--
Rationale:	This course provides a comprehensive understanding of the key concepts and components of financial planning, including savings, investments, retirement planning, and tax management. It equips learners with the analytical and practical skills necessary to assess financial goals, design holistic financial plans, and formulate effective strategies to achieve long-term financial security and independence. By combining theoretical insights with real-world financial strategies, it equips learners with the analytical, ethical, and technical skills required for careers in financial planning, wealth management, and consultancy.

Course Outcome:

After Completion of the Course, the Student will be able to:

No	Course Outcomes	RBT Level
01	Understand the concept, need, and scope of financial planning. Understand the relationship between budgeting, cash flow, and risk-return in individual decisions.	Understand
02	Analyze various investment avenues and apply the principles of diversification and portfolio construction to achieve financial goals.	Analyze, Apply
03	Understand the stages and importance of retirement planning and apply tax-saving provisions to design an effective retirement plan.	Understand, Apply
04	Understand the concepts of insurance and estate planning and analyze their role in managing risk and wealth distribution.	Understand, Analyz

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	50	30	20	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Financial Planning <ul style="list-style-type: none">• Analysis of social, political, and economic environment• Assessment of psychological and financial needs – real vs. perceived• Identifying financial goals and types of goals• Concept and benefits of saving• Importance of financial discipline• Definition, need, and scope of financial planning• Steps in financial planning• Budgeting income and expenditure• Cash flow and debt management• Risk-return analysis• Concept of Time Value of Money (TVM)• Components of a financial plan• Life cycle approach to financial planning• The Five Personalities and Five-Way Classification Model• Assessing individual risk-taking level	6	25
2.	<ul style="list-style-type: none">• Investment Planning• Definition and need for investment• Difference between investment, speculation, and gambling• Objectives and principles of investment• Measurement of risk and return• Popular investment avenues and their characteristics:<ul style="list-style-type: none">• Stocks, Bonds, Mutual Funds, Gold/Silver, Real Estate, ETFs, Commodities• Banking products, ULIPs, Overseas investment avenues• Computing risk and return of investment avenues• Mapping investment avenues with financial goals• Diversification and building an investment portfolio• Effect of cultural perspectives on investment behavior• Types of credit and good uses of credit• Downsides and cost of credit	6	25



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	<ul style="list-style-type: none"> • Debt Payments-to-Disposable Income ratio • Signs of over-indebtedness • CIBIL Score 		
3.	<p>Retirement Planning</p> <ul style="list-style-type: none"> • Principles, stages, and steps in retirement planning • Various retirement schemes: • EPF, PPF, Superannuation Fund, Gratuity • NPS, Old Pension Scheme, Other Pension Plans • Importance of tax planning • Tax-saving options under Section 80C and other • Linkage of tax planning with retirement planning • Effect of cultural perspectives on retirement planning 	6	25
4.	<p>Insurance and Estate Planning</p> <ul style="list-style-type: none"> • Meaning and importance of insurance planning • Risk management and identification of risk exposures • Role of the insurance company in advisor selection • Strategic solutions for insurance planning • Estate planning terminology and process • Wealth distribution goals • Strategies for estate planning 	6	25
5.	<p>Practical Orientation:</p> <p>In groups, students can be asked to prepare a Financial Plan for a Person (working as Manager / Entrepreneur / Director / CEO of a Company / Bank / Insurance Agent), considering his / her current expense level, future needs of family, retirement age and contingency funds / Time Value of Money, etc.</p>	6	CEC
Total		30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
--	50%	25%	25%	--	--

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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References/Suggested Learning Resources:

(a) Books:

No.	Author	Title	Publisher	Edition
1	Gitman, L. J., & Joehnk, M. D.	Personal Financial Planning	Southwestern Cengage Learning	Latest
2	Keown, A. J.	Personal Finance: Turning Money into Wealth	Pearson	Latest
3	Sullivan, M. K.	Financial Planning: A Practical Approach	Wiley	Latest
4	Madura, J.	Personal Finance	Pearson	Latest
5	Kapoor, J. R., Dlabay, L. R., Hughes, R. J., & Hart, M. M.	Focus on Personal Finance: An Active Approach	McGraw-Hill Education	Latest
6	Cheng, F. Lee & John Lee	Financial Analysis, Planning and Forecasting: Theory and Application	World Scientific Publisher, Singapore	Latest
7	Indian Institute of Banking & Finance	Investment Planning, Tax Planning and Estate Planning	Taxmann Publishing Pvt. Ltd., New Delhi	Latest
8	Indian Institute of Banking & Finance	Introduction to Financial Planning	Taxmann Publishing Pvt. Ltd., New Delhi	

b) List of Journals /Periodicals /Magazines/Newspapers/Web resources etc.

Journals

- Journal of Wealth Management
- Financial Planning Review
- Journal of Investing
- Journal of Retirement
- Journal of Financial Planning
- Journal of Financial planning in India
- Financial Planning Research Journal
- Journal of Financial Counseling and Planning
- Work Aging and Retirement
- Journal of Risk and Insurance
- Journal of Insurance Issues
- Review of Income and Wealth



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c) Newspapers:

- The Hindu Business Line
- The Economic Times
- Mint
- Business Standard

D) Web Resources:

- www.moneycontrol.com
- www.finance.yahoo.com
- www.insuranceinstituteofindia.com
- www.bankingschool.in
- www.irdai.gov.in
- www.rbi.org.in
- www.policybazaar.com
- www.insurancedekho.com
- www.bankbazaar.com
- www.iibf.org.in
- www.epfindia.gov.in
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Suggested Project List:

In groups, students can be asked to prepare a Financial Plan for a Person (working as Manager / Entrepreneur / Director / CEO of a Company / Bank / Insurance Agent), considering his / her current expense level, future needs of family, retirement age and contingency funds / Time Value of Money, etc.

CO- PO Mapping:

Semester 4	Subject Name: Financial Planning				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	1
CO2	3	3	1	2	2
CO3	2	2	2	3	1
CO4	2	3	2	3	1

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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