GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Financial Management

Course / Subject Code: MB04095021

Course / Subject Name : Wealth Management

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Interdisciplinary Elective(Minor 2)

Prerequisite:	Any graduate
Rationale:	Wealth management is a strategic and holistic approach to managing an individual's financial resources with the objective of preserving, growing, and transferring wealth across life stages. It is essential in today's complex financial environment due to increasing income levels, diversified investment options, rising life expectancy, and higher financial risks. Rather than focusing on isolated products, wealth management integrates financial planning, investment advisory, retirement planning, estate planning, and risk management into a unified strategy tailored to a client's long-term goals. Individuals today face challenges such as inflation, volatile markets, uncertain employment conditions, and evolving regulatory frameworks. Wealth management provides structured guidance to navigate these risks while aligning financial decisions with personal aspirations like home ownership, children's education, retirement security, or business expansion.

Course Outcome:

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

No	Course Outcomes	RBT Level
01	To understand the fundamental concepts of wealth management and explain its role in financial planning and long-term wealth creation.	Understand, Apply
02	To analyze an individual's financial goals, risk profile, and investment horizon to design suitable wealth management strategies.	Apply, Analyze
03	To evaluate various investment products such as equities, bonds, mutual funds, insurance, real estate, and alternative assets for effective portfolio construction.	Remember, Understand, Analyze
04	To develop a diversified investment portfolio using risk–return analysis, asset allocation, and portfolio management frameworks.	Understand, Apply, Evaluate

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR)	Assessment Pattern and Marks				Total Marks
				Theory		Tutorial / Practical		
L	T	PR	C	ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	**Introduction of Wealth Management:** Meaning, Scope of Wealth Management, Components of Wealth Management, Process of Wealth Management, Segments of Wealth Management Business, Dynamics of the Global Wealth Management Markets, Understand the Verticals of Wealth Management, Functions and Role of Wealth Manager, Importance of need of Wealth Management Services, Code of Ethics for Wealth Manager.	11	17
2.	**Financial Life Cycle:** Describe Financial Life Cycle, Stages of Client Financial Life Cycle, New Measures of Risk & Reward, Importance of Wealth Accumulation & Wealth Erosion, Causes of Wealth Erosion, Effect of Inflation, Income streams falling under the category of accumulation stage like Bank Deposit, PPF, POSBA, PORD, NSC, KVP, RBI Bonds, ELSS, NPS, and REITs etc. Income streams falling under the category of retirement stage like Senior Citizen Scheme, Post Office Monthly Income Scheme, etc.	12	18
3.	**Measuring Investment Returns& Risk in Wealth Management**: Understand Client Risk Profile, Absolute Return, CAGR, XIRR, Time-Weighted Rates of Return, Rolling Returns, Measures of Risk, including Standard Deviation, Covariance &Downside Deviation, Reward-to-Risk Ratios, including the Sharpe and Treynor Ratios, Stock Return & Beta, Benchmarks and Selection of Benchmarks, Concept of Alpha, Measures of Relative Performance, including Tracking Error, and the Information ratio.	10	17

4.	**Retirement Planning:** Introduction, Steps Required for Retirement Planning – Defining Clients Goals, Gathering Information, Analysis, Importance of Retirement Planning, Issues in Retirement Planning, Types of Retirement Benefits Plans, Retirements stages of an Individuals, Evaluating Options and Examining Asset Allocation, Choosing Income Solutions. Estate Planning, Steps Required for Estate Planning, Consequences of not having Retirement and Estate Plan.	12	18
5.	**Practical:** *(Note: The following are the suggestive list, subject faculty can provide any other related activity/project/assignment etc.)* • Prepare a personal financial plan for an individual based on income, expenses, goals, and risk profile. Present key recommendations for savings and investments. • Analyse two mutual funds from different categories and compare their returns, risks, and portfolio composition. Suggest which is more suitable for a moderate investor. • Create an investment portfolio for a 30-year-old professional with a 10-year horizon. Justify the asset allocation using risk–return logic. • Evaluate the tax-saving options under Section 80C and compute tax liability before and after investment. Prepare a short advisory note. • Prepare a retirement plan for a 40-year-old individual estimating required corpus using inflation-adjusted values. Suggest suitable investment vehicles to achieve it. • Compare three insurance products (life, health, term). Recommend the most appropriate for a family of four with specific needs. Study the performance of Nifty 50 for the last five years and summarise key trends. Explain how market cycles affect portfolio decisions.	15	CEC
	Total	**60**	**100**

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	**U Level**	**A Level**	**N Level**	**E Level**	**C Level**
10%	20%	30%	20%	20%	--

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

Suggested Case studies:

Analysis Client's Cash Flow & Preparation of a Wealth Management Plan and Retirement Planning.

References/Suggested Learning Resources:

(a) Books:

Sr. No.	Author(s)	Title	Publisher	Year of Publication / Edition
1	Dun & Bradstreet	Wealth Management	McGraw-Hill Education	Latest Edition
2	Sen Joydeep	Wealth Management: A Guide for Affluent and Middle Income Classes	Shroff Publishers	Latest Edition
3	Jason Butler	FT Guide to Wealth Management	Pearson UK	Latest Edition
4	Harold Evensky, Stephen M. Haoran, Thomas R. Robinson	The New Wealth Management	John Wiley & Sons	Latest Edition
5	Michael M. Pompian	Behavioral Finance and Wealth Management	John Wiley & Sons	Latest Edition
6	Jean L. P. Brunel	Goals-Based Wealth Management	John Wiley & Sons	Latest Edition
7	Richard C. Nolan, Kelvin F. K. Low, Tang Hang Wu	Trusts & Modern Wealth Management	Cambridge University Press	Latest Edition

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

Newspapers:

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

Web Resource:

- https://www.indianwealthmanagement.in
- https://www.wealthmanagement.com

CO- PO Mapping:

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

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

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