



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-7 (BBA)

Subject: Wealth Management and Financial Planning – BBAFM17402

Type of course: Major (Core)

Prerequisite:

Students should have a basic understanding of finance, investment concepts, and financial markets. Basic analytical skills and awareness of financial products will support effective learning in financial planning and wealth management.

Rationale:

Studying Wealth Management and Financial Planning helps in understanding financial goals, risk-return management, and investment decisions. It supports effective tax planning, retirement planning, and long-term wealth creation strategies.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Fundamentals of Financial Services Marketing <ul style="list-style-type: none"> • Basics of Financial Services • Classification of Financial Services • Services Marketing Mix • Strategic Market Planning • Service Quality in Financial Services • Delivery of High-Quality Services 	15	25
2	Consumer Behaviour and Service Perception <ul style="list-style-type: none"> • Consumer Behaviour in Financial Services • Consumer Buying Decision Process • Consumer Satisfaction and Dissatisfaction Analysis • Post Purchase Evaluation by Customers. • Service Perception & Service Strategies 	15	25
3	Financial Concepts and Principles <ul style="list-style-type: none"> • Introduction of Financial Concepts • Financial Instruments • Financial Products • Investment Management • Portfolio Management 	15	25
4	Financial Planning & Wealth Management <ul style="list-style-type: none"> • Steps in financial planning • Tax planning basics • Retirement planning • Investor profiling • Role of wealth manager and private banker • Wealth management process 	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Marketing Analysis of Financial Institutions Students will select any financial institution and study its services, target market, and marketing strategies. They will analyze how the institution attracts and retains customers and prepare a detailed summarized report. Upload PDF file on GMIU Web Portal.	10



2	Comprehensive Wealth Plan Students will prepare a complete wealth management plan integrating financial planning, tax planning, and investment strategies. They will evaluate overall effectiveness of the plan. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
3	Customer Satisfaction Survey Students will design a questionnaire to measure customer satisfaction with financial services and conduct a small-scale survey. They will analyze responses, identify key factors affecting satisfaction, and suggest improvements. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
4	Personal Financial Planning Students will prepare a personal financial plan by analyzing income, expenses, savings, and investments. They will set short-term and long-term goals and recommend suitable strategies for financial stability. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
5	Risk and Return Analysis Students will compare different investment options based on their risk and return characteristics. They will evaluate suitability for various investors and interpret trade-offs between risk and return. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
6	Customer Dissatisfaction Case Analysis Students will identify a case of customer dissatisfaction in financial services and analyze its causes. They will evaluate the impact on customer perception and suggest corrective measures and service recovery strategies. A summarized report is to be prepared. Upload PDF file on GMIU Web Portal.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	20%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand fundamentals of financial services marketing, including classification, marketing mix, and service quality.
CO2	Analyze consumer behaviour, decision-making, and service perception in financial services.
CO3	Apply financial concepts and investment techniques to evaluate financial products and portfolios.
CO4	Evaluate financial planning and wealth management strategies, including tax and retirement planning.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] K. Sasidharan and Alex mathews, Financial Services and System, Tata Mcgraw Hill Co. Chennai.
- [2] Govind Apte, Services Marketing, Oxford University Press-Chennai.
- [3] Major Suresh Goel (Rtd), "Wealth Management, The new business model" Global Indian publication. Pvt. Ltd.
- [4] S.Timothy.Kochis, Wealth Management, 2007 Edition ISBN – 13:978-0-8080-8949-0, CCH, a Wolters Kluwer Business,
- [5] Samir K.Barua, JR Varma and V.Raghunathan, Tata McgrawHill.
- [6] S.Mohan and R. Elangovan, Financial Services, Deep and Deep Publication Pvt., Ltd.,

