

» Course Overview

The Personal Finance course is intended to prepare students to be successful financial citizens. They will learn their role and responsibilities as a responsible financial planner and saver as well as learn about the services, functions, and products of the financial industry. In addition, they will make informed buying decisions and understand personal taxation, wills, insurance, and contracts. Finally, they will learn about saving and investing as well as consumer credit and loans.

» Course Outline by Module

Module 1	The Role of Individuals and Families in the US Economy	Module 6	Personal Taxation
Module 2	Personal and Family Financial Choices	Module 7	Insurance, Wills, and Contracts
Module 3	Strategies for Creating and Managing Income	Module 8	Saving and Investing
Module 4	Services, Functions, & Products in the Financial Industry	Module 9	Consumer Credit and Loans Part I
Module 5	Making Informed Buying Decisions	Module 10	Consumer Credit and Loans Part II

» Module Overview and Learning Objectives

| Module 1. The Role of Individuals and Families in the Global Economy

This module will provide a basic introduction to economic systems and the role individuals play within that system. Students will begin by learning what it means to be financially self-sufficient and why it matters. Then, students will understand what a consumer is and why consumers are important to the economy. Next, the module will go through a more thorough explanation of the various types of economic systems. Finally, students will learn the law of supply and demand and various real-world examples of how it impacts pricing.

Personal Finance

Syllabus

Learning Objectives: In this module, students will:

- Identify the importance of financially self-sufficient families to the stability of the American economic system.
- Identify the role and importance of the consumer in the economic system.
- Define consumer education terminology, including capitalism, resources, economic system, financial literacy, and supply and demand.
- Describe the characteristics of a free enterprise system.
- Summarize the laws of supply and demand and explain their importance in a free enterprise system.

| **Module 2. Personal and Family Financial Choices**

Individuals and families have to make many challenging financial decisions. In this module, students will understand the importance of making responsible financial decisions. They will also learn how to apply a decision-making process to common major financial decisions regarding transportation and housing. We will also talk about how shared-decision making works in a family. The advantages and disadvantages of dual-income families will be assessed. Finally, students will understand disposable and discretionary income.

Learning Objectives: In this module, students will:

- Discuss the importance of taking responsibility for personal financial decisions and explain how personal financial resources affect the choices people make.
- Apply a decision-making process to making consumer choices concerning public transportation and vehicle ownership, including leasing versus owning and new versus used.
- Apply a decision-making process to making consumer choices concerning housing, including renting versus owning.
- Describe how shared decision-making regarding income allocation and expenditures works in a family setting as well as the interrelationship of time, effort, and money to achieving personal and family goals.
- Identify the advantages and disadvantages of dual income families.
- Explain discretionary and disposable income and how it affects personal and family spending.

| **Module 3. Strategies for Creating and Managing Income**

This module will introduce strategies for creating and managing income. Students will learn how education, career choice, and technical skills impact income. They will also understand the importance of personal goals and how those goals impact their finances and income. Next, students will develop an understanding of opportunity cost and how to factor that into the decision-making process. Students will analyze the advantages and disadvantages of various payment methods. Finally, students will learn about what impacts the cost of living and what costs are associated with living expenses.

Learning Objectives: In this module, students will:

- Identify sources of income and how career choice, education, and technical skills affect income.
- Relate personal income goals and financial goals to life events and explain the effects of income on purchasing power.
- Identify the opportunity cost of various financial decisions, including the costs of time, risk, and resources.
- Compare the advantages and disadvantages of different payment methods (i.e. digital and mobile, credit cards, automatic withdrawals, cash, bitcoin/digital currencies, etc.)
- Compare and contrast the cost-of-living expenses in various locations.

| **Module 4. Services, Functions and Products in the Financial Industry**

This module will introduce students to managing money. Students will learn about various tools for managing money including digital apps, software, and in-person services. They will also learn what it means to balance a checking account. From there, students will gain an understanding of the differences between different types of accounts such as savings accounts, checking accounts, investment accounts, and discretionary accounts. The module concludes with information about important regulating agencies and laws in the financial industry.

Learning Objectives: In this module, students will:

- Investigate money management tools (i.e. financial institutions, qualified financial planners, software, digital apps, etc.).
- Demonstrate knowledge of opening and managing bank accounts (checking and savings).
- Balance checking account.
- Demonstrate knowledge of opening and managing investment accounts (retirement and discretionary).
- Identify rules and regulations of financial institutions pertaining to the consumer (i.e. FDIC, CFPB Dodd-Frank Act, etc.).

| Module 5. Making Informed Buying Decisions

This module will discuss the importance of making informed buying decisions. First, students will take a closer look at some of the various advertising techniques used by companies, and how those techniques influence consumers. The module will introduce students to various consumer resources from online reviews to federal agencies. Students will learn what is considered consumer rights and why those rights are important. Next, the module will examine various financing options including common types of credit cards. The module will conclude by helping students learn the correct way to handle issues such as statement errors or lost bank cards as well as understanding the implications of a digital footprint.

Learning Objectives: In this module, students will:

- Describe the effects of advertising and social media on consumer purchases.
- Investigate and evaluate consumer information regarding products and services (i.e. Consumer Reports, Yelp/Google/Amazon reviews, Better Business Bureau, etc.).
- Identify state and federal agencies that provide consumer protection and the rights and responsibilities of buyers and sellers under consumer protection laws.
- Compare different credit plans such as revolving charge, 90 day, installment accounts, and interest-free.

- Demonstrate advocacy of personal financial relations with businesses (i.e. contest incorrect billing statements, loss of bank cards, etc.).
- Understand the implications of one's financial digital footprint (i.e. identify theft, scams, cyber-security, etc.).

| Module 6. Personal Taxation

Whether it's making sure you have enough cash to buy something at a store or creating a budget based on your net income, understanding taxes are an important part of personal finance. In this module, we are going to cover the basic principles of taxation such as equity, adequacy, and neutrality. It will also explain the different types and sources of taxes at the local, state, and federal levels. We'll also explore what exactly taxes are used for and what happens if a person fails to pay taxes. Finally, we'll explore the different forms for filing taxes so that students know how to file in the future.

Learning Objectives: In this module, students will:

- Explain the basic principles of taxation.
- List types and sources of taxes at the local, state and federal level (i.e. income, real estate, payroll (both employer and employee), sales, and others).
- List types and sources of taxes at the local, state and federal level (i.e. income, real estate, payroll (both employer and employee), sales, and others).
- Identify penalties related to non-payment of income tax and explain the difference between gross and net income.
- Identify and complete forms used to file taxes (e.g. 1040A, 1040EZ, 1099, W-2, W-4 and bank statements). Calculate various taxes (i.e. FICA, SS, Medicare, Federal withholding, sales tax, etc.).

| **Module 7. Insurance, Wills, and Contracts**

This module examines the importance of insurance, wills, and contracts. In the first section, students will learn about the different types of insurance and their purposes. Next, the module discusses leases, warranties, and credit contracts- what they are and the important components that parties need to pay attention to before agreeing. Then the module will move on to wills. Students will learn about how a will works and what happens if a will is not in place when someone passes. The module concludes with a look at the implications of receiving an inheritance.

Learning Objectives: In this module, students will:

- Identify the types of insurance needed by individuals and families and describe how insurance and other risk-management strategies protect against financial loss.
- Recognize basic types of leases, service warranties and general sales/credit contracts that offer consumer protection.
- Identify reasons for making a will and related documents (i.e. Power of Attorney, Living Will, Health Care Surrogate, etc.) and why they are important in a financial plan.
- Identify strategies to select qualified professionals and companies that provide insurance products, contracts, real estate and wills.
- Research the implications of receiving an inheritance.

| **Module 8. Saving and Investing**

This module provides an overview of saving and investing. Students will learn about the reasons for saving and different methods for building savings. The module will then move on to investing. The module will explain what investing is and the process of investing. Different types of investments will also be discussed. Organizations like the SEC, FINRA, and others will also be discussed. To better understand how the value of money changes over time, the module will examine inflation. The module will discuss various types of exchanges and the securities sold through those exchanges. Finally, students will learn about robo-advisors and their impact on the financial securities industry.

Learning Objectives: In this module, students will:

- Describe reasons and methods for saving (i.e. emergency fund, pay yourself first, big purchases, sinking funds, etc.).
- Describe reason (retirement, savings, security) and methods for investing (i.e. mutual funds, stocks, real estate, precious metals, cryptocurrencies, etc.).
- Describe how to buy and sell investments.
- Explain investor protection provided by agencies that regulate the financial markets (i.e. FDIC, CFPB, SEC).
- Explain how inflation affects different types of investments.
- Identify three global stock or financial exchanges and the types of securities listed on each.
- Compare and contrast robo advisors (Robinhood) with traditional human advisors.

| Module 9. Consumer Credit and Loans Part I

In order to properly manage credit, it is important to understand how it works. In this module, students will learn about how consumer credit impacts the economy. Then, they'll understand the sources of consumer credit and how the application process works for applying for credit. Students will gain an objective perspective on credit, including how it can be useful and how it can be harmful to a person's finances. The module will conclude with a look at some of the specific consequences of credit mismanagement such as bankruptcy, foreclosure, co-signing, and lower credit scores.

Learning Objectives: In this module, students will:

- Identify the role consumer credit has in today's economy.
- Compare sources of consumer credit.
- Compare sources and application process of consumer loans (i.e. payday loans, student loans, line-of-credit, and auto loans).
- Analyze the benefits and cost of consumer credit, including student loans.
- Analyze the risks and consequences of consumer credit (i.e., bankruptcy, foreclosure, co-signing, lower credit score and lower credit worthiness).

| **Module 10. Consumer Credit and Loans Part II**

This module continues to provide students an overview of how credit works. We'll begin by examining what determines a person's credit score and alternatives to using credit such as layaway. The module will continue by examining credit repair efforts. This will include how to repair it yourself, as well as other resources available for assisting with credit repair. The module will move on to a more in-depth look at the major credit bureaus. Finally, it will conclude by showing students how to calculate different types of interest so they can better understand future investments and loans.

Learning Objectives: In this module, students will:

- Explain factors that affect credit worthiness and determine one's credit score.
- Explain the alternatives to using consumer credit (i.e., cash, layaway, and planned savings for a large purchase).
- Identify ways to correct credit problems.
- Identify credible sources to assist with credit problems.
- Research credit reporting agencies to check accuracy of one's credit report.
- Compute interest rates by various mechanisms (i.e. simple, compound, APR)