



Subject Outline

FPC007B Client Engagement Skills



Section 1 — General information

1.1 Administrative details

Duration	Credit points	Level
One study period (12 weeks)	6	AQF8

1.2 Core or elective subject

This is a core subject for the Graduate Diploma of Financial Planning and Master of Financial Planning.

1.3 Delivery mode

This subject is delivered online.

1.4 Assumed knowledge

Kaplan assumes that students have completed FPC001B Economic and Legal Context for Financial Planning, FPC002B Ethics and Professionalism in Financial Advice, FPC003 Superannuation and Retirement Advice and FPC004 Insurance Advice, or understand the content covered in those subjects, prior to undertaking FPC007B Client Engagement Skills.

1.5 Course transition subject equivalence

Students may not be required to complete this subject if they have transitioned from a SIA/FINSIA/Kaplan course and have completed the following subject:

- there are no equivalences for this subject.

1.6 Work integrated learning

There are no placements, internships or work experience requirements associated with undertaking this subject.

1.7 Other resource requirements

Students do not require access to specialist facilities and/or equipment to undertake this subject.



Section 2 — Academic details

2.1 Subject overview

This subject focuses on behavioural finance concepts to understand different types of behavioural biases that may impact an individual's financial decision-making. It examines portfolio and prospect theories and the application of behavioural finance to the outcomes of client engagements. It explains how emotional intelligence and critical thinking can assist a financial adviser to understand their client's decisions.

Students can apply their understanding of the above key concepts by critically evaluating their own emotional intelligence strengths and weakness. They can also evaluate personal communication styles to support client relationships.

2.2 Subject learning outcomes

On successful completion of this subject, students should be able to:

1. Critically evaluate explanations of market and investor behaviour according to portfolio and prospect theories.
2. Extend the insights of behavioural finance to understand the nature of client relationships in the context of financial planning.
3. Compare and contrast the effects of emotionally intelligent behaviours and critical thinking behaviours on the outcomes of client engagements in a financial services company or licensee.
4. Critically examine the authenticity of communications from a financial adviser to a client with feedback from an assessment of communications styles.
5. Evaluate a range of heuristics, biases and decision errors made by financial advisers and clients in a context of financial services.
6. Build a professional development plan based on results and feedback from various sources.

2.3 Topic learning outcomes

Topic 1: Introduction to behavioural finance

On successful completion of this topic, students should be able to:

- justify why mainstream theories in economics and finance are used by economists and regulators to assess market efficiencies and investor behaviours
- interpret the strengths and weaknesses of portfolio theory and prospect theory as explanations of investor and market behaviour.

Topic 2: Decision making and behavioural biases

On successful completion of this topic, students should be able to:

- examine how and why financial planners, clients and investors may succumb to systematic decision errors and biases according to the concepts in behavioural finance
- compare and contrast the effects of decision heuristics on a range of cognitive biases identified by current research in behavioural finance.

Topic 3: Critical thinking and decision-making

On successful completion of this topic, students should be able to:

- explain the importance and characteristics of critical thinking in the domain of behavioural finance, heuristics and judgement errors
- critique the effects of emotions and moods (System 1 thinking) on the ability of humans to process and recall information (System 2 thinking), in the context of financial planning.

Topic 4: Emotional intelligence

On successful completion of this topic, students should be able to:

- defend the value of emotional intelligence with codes of conduct and practice standards as defined by leading professional associations of financial planners
- determine one's own emotions and the emotions of others in various situations encountered in professional relationships with financial planners and clients
- evaluate their own emotional intelligence.

Topic 5: Trustworthiness and authenticity

On successful completion of this topic, students should be able to:

- explain the role of human values in shaping perceptions of authenticity in client perceptions of financial advisers and financial services companies
- reflect on the important role of trustworthiness, authenticity, and legitimacy in building rapport between advisers and clients.

Topic 6: Communication styles

On successful completion of this topic, students should be able to:

- assess a range of communication behaviours as indications of how other individuals may perceive one's own communication style
- evaluate the key strengths and areas for developing one's own communication style
- reflect on how one's communication style can be adapted to better suit the expectations of other individuals and situations.

Topic 7: Consumer decisions to seek financial advice

On successful completion of this topic, students should be able to:

- consider the consumer decision-making process for selecting and purchasing financial products and services, based on the cognitive model of human information processing
- establish the underlying motivations of a client to accept and implement financial advice
- select a method of consumer research that is appropriate for understanding client motivations, and for contributing to marketing plans.

Topic 8: Consumer behaviour and marketing decisions

On successful completion of this topic, students should be able to:

- summarise the implications of behavioural finance to understand how marketing decisions can be affected by biases and judgement errors
- examine how clients form their perceptions of value in financial services; and contrast the effects of referent points in a model of customer dissatisfaction.

2.4 Assessment schedule

Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Task	Scenario Analysis	Week 4	1–2	20%	LO1, LO5
Assignment 1	Critical analysis of client-adviser interview and discussion of behavioural finance concepts	Week 8	2–6	40%	LO2–LO4
Assignment 2	Critical reflection of personal competencies for effective client engagement	Week 12	3–8	40%	LO3, LO4, LO6

Please refer to our website <www.kaplanprofessional.edu.au> to review student policies relating to your assessment, including the *Kaplan Assessment Policy* and *Academic Integrity and Conduct Policy*.

2.5 Prescribed text

There is no prescribed text for this subject. Individuals are provided with key readings and access to Kaplan's online databases. Individuals are encouraged to research and read widely on the topic.



2.6 Study plan

Week(s)	Topic name	Study load in hours
1	Topic 1: Introduction to behavioural finance	8
2	Topic 2: Decision making and behavioural bias	7
3	Topic 3: Critical thinking and decision-making	9
4	Task (Weighting 20%) Topic 4: Emotional intelligence	20
5	Topic 5: Trustworthiness and authenticity	8
6	Topic 6: Communication styles	7
7	Work on Assignment	15
8	Assignment 1 (Weighting 40%)	8
9	Topic 7: Consumer decisions to seek financial advice	8
10	Topic 8: Consumer behaviour and marketing decisions	7
11	Work on Assignment	15
12	Assignment 2 (Weighting 40%)	8
Total minimum study load		120 hours

Additional study hours (if required), dependent on knowledge and personal commitments	60 hours
Total study load, including additional study hours	180 hours