

**Course Title:** Personal Finance: A Simple Approach to Mastering Money Choices

**Course Code:** BUS 47 W

**Instructor Name and Bio:** Kenneth Jeffrey Marshall is a value investor who has taught over 1,000 Stanford Continuing Studies students. He is the author of *Good Stocks Cheap: Value Investing with Confidence for a Lifetime of Stock Market Outperformance*, which was also published in Chinese; and *Small Steps to Rich: Personal Finance Made Simple*. He has been featured on NPR and CNBC, and also teaches investing at the Stockholm School of Economics. He received an MBA from Harvard.

### Class Sessions and Recording

Meeting days and times: Fridays, specifically January 13, 20, and 27; February 3, 10, 17, and 24; and March 3, 10, and 17. Each session will last one hour. Starting times will vary week-to-week in order to best accommodate the diverse schedules that we as a group represent. The time of each Friday session will be announced on Canvas the prior Saturday. Live attendance is optional; most students take the sessions in via the recordings.

Meeting location: Zoom

The class sessions will be recorded. One can easily get the full benefit of the course through the recordings.

### Course Features:

- Live session
  - Case discussions and Q&A
- Assignments & Coursework
  - Cases and course materials posted in Canvas
  - Students who choose the letter grade option will submit a 2-page final paper outlining the steps they'll take to optimize their personal finances.

### Course Summary

Anyone who manages their own personal finances, or those of their families, will benefit from the course. No prior knowledge of personal finance is required, although a basic comfort level with simple math would be useful.

The objective of the course is to enable students to manage with skill and confidence all 7 aspects of their personal finances: working, spending, borrowing, saving, investing, insuring, and estate planning.

*\*Please see course page for full description and additional details.*

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650

## Grade Options and Requirements

- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Students must attend, or watch the recordings of, at least 7 of the Zoom sessions.
- Letter Grade (A, B, C, D, No Pass)
  - Students must attend, or watch the recordings of, at least 7 of the Zoom sessions; and submit a 2-page final paper outlining the steps they'll take to optimize their personal finances.

*\*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

## Textbooks/Required Materials

Required text: *Small Steps to Rich: Personal Finance Made Simple*, Marshall, 2022 (second edition), ISBN 978-1737673422.

Additional case materials will be provided in downloadable form free of charge.

## First Assignment

The first case will be posted on Canvas by Saturday, January 7, 2023.

## Tentative Weekly Outline

Each week we'll have a case on a financial product related to that week's book chapter reading assignment. The financial products selected will be of timely interest, and as such can't be specifically identified this far in advance.

### Week 1

Chapter 1: Scale  
Chapter 2: Odds  
Chapter 3: Risk  
Chapter 4: Growth  
Chapter 5: Needs  
Case

### Week 2

Chapter 6: Fade  
Chapter 7: Incentives  
Chapter 8: Bias

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650

Chapter 9: Dependence  
Case

Week 3

Chapter 10: Working  
Chapter 11: Spending  
Case

Week 4

Chapter 12: Borrowing  
Chapter 13: Saving  
Case

Week 5

Chapter 14: Investing  
Case

Week 6

Chapter 15: Insuring  
Chapter 16: Planning  
Case

Week 7

Chapter 17: Work  
Chapter 18: Select  
Case

Week 8

Chapter 19: Unborrow  
Chapter 20: Save  
Case

Week 9

Chapter 21: Invest  
Case

Week 10

Chapter 22: Insure  
Chapter 23: Give  
Case