# CEE SUMMER SESSIONS, 7/12 & 13 2:00-5:00 PM

# PERSONAL FINANCE AGENDA, BRETT BURKEY/FCEE

Monday:

* The Economics Behind Financial Decisions

1. Economic Thinking
2. Scarcity and Opportunity Cost
3. Utility
4. Incentives and Goal Setting

* Introduction to Budgeting

1. What is a Budget?
2. Income and Expenditures
3. Saving, Pay Yourself First
4. Why Do Budgets Fail?
5. Fixed, Variable, and Discretionary Expenses

* History of the American Consumer

1. Post WWII Economy
2. Birth of the Consumer
3. Consumer Credit
4. Inequity of Opportunity
5. Economy Since the 1970s
6. Income Inequality and Retail Bifurcation

* Lifestyle Inflation

1. What is Lifestyle Inflation?
2. Hedonic Treadmill
3. Why Life Has Gotten More Comfortable and Less Happy

Tuesday:

* Amazon and Instagram

1. Is Amazon Benevolent or Malevolent?
2. The Theories of Thorstein Veblen and Instagram

* Types of Credit

1. Secured and Unsecured
2. Revolving, Installment, Service Credit
3. What is a Credit Card?
4. The Three C’s of Credit
5. Debt-to-Income Ratio

* Credit Reports

1. How is a Credit Score Calculated?
2. How Do You Read a Credit Report?

* Instruments of Investing

1. What is Stock? Different Types of Stock
2. Stock Volatility
3. How Do You Interpret Stock Market Data?
4. Indexes
5. Mutual Funds vs. ETFs
6. Risk Tolerance Throughout Life
7. Investing for Young People