Personal Financial Planning is a course that focuses on the personal side of finance as opposed to the corporate side. The course involves finding an individual or family's value (i.e., net worth) and then finding ways to grow and protect that value in a real-world, "live client," format. The course will walk through the Certified Financial Planner Board's approach to working with clients, from gathering data to analyzing and monitoring a client's personal financial situation. The analysis will include net worth, cash flow and budgeting, debt management, asset allocation, savings plans, income tax planning, retirement and education planning, protection planning and estate planning. It will be primarily a project-based course: the project will be creation of a client's financial plan.

The ideal student would be looking to get into the world of financial planning and/or becoming a financial advisor. A student that is interested in working with clients and helping to invest their money and help them get from where they are today to where they want to be in the future. It is good for the student that enjoys finance but doesn't wish to be an analyst crunching numbers into a computer all day. Historically, both in class and in the real world, tends to attract athletes and entrepreneurial type students.