



Subject Outline

DFSE211 Advanced Client Engagement Skills

Section 1 — General information

1.1 Administrative details

Associated higher education awards	Duration
Diploma of Financial Services	One study period (12 weeks)

1.2 Core or elective subject

This is an elective subject for the Diploma of Financial Services.

1.3 Delivery mode

This subject is delivered online.

1.4 Assumed knowledge

Whilst there are no prerequisites for this subject, Kaplan assumes students have previously acquired knowledge of relevance in accordance with the entry requirements, specifically DFSC101 Financial service fundamentals, DFSC102 Ethics in Financial Services, and DFSC103 Client engagement skills via a prior qualification and/or equivalent work experience.

1.5 Course transition subject equivalence

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 explores the consumer decision-making process for selecting and purchasing financial products and services. It examines barriers to effective decision-making and communication by both financial services professionals and clients and customers by determining and addressing complex client/customer needs. The importance of demonstrating emotional intelligence, trustworthiness and authenticity and awareness of the impact of different communication styles is discussed. Students will apply critical thinking and decision-making approaches to the development of building trust with their clients together with strengthening customer relationships.

2.2 Subject learning outcomes

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

1. Describe the consumer decision making process for selecting and purchasing financial products and services and the influence on marketing
2. Identify the impact of decision making and behavioural biases, behavioural finance and communication styles on client and customer engagement
3. Explain effective communication and emotional intelligence skills in building trusting relationships with clients and customers
4. Apply critical thinking and decision making to effective communication and engagement with clients and customers.

2.3 Topic learning outcomes

Topic 1: Consumer decisions to seek financial services

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

- Recognise client need and triggers for seeking financial advice
- Examine client financial services information search and influences
- Identify barriers to clients seeking financial advice

Topic 2: Decision-making and behavioural biases

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

- Explain financial decision-making behaviour
- Identify behavioural biases in financial decisions
- Respond to behavioural biases in client engagement

Topic 3: Introduction to behavioural finance

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

- Explain behavioural finance concepts in financial services
- Identify psychological factors influencing financial behaviour
- Apply behavioural finance to client engagement
- Explain the ethical application of behavioural finance in financial services.

Topic 4: Emotional intelligence, trustworthiness and authenticity

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

- Explain emotional intelligence and its relevance to financial adviser–client interactions
- Analyse the role of emotional intelligence and trust in financial adviser-client relationship development
- Apply emotional intelligence and trust-building strategies in client engagement scenarios

Topic 5: Communication styles

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

- Explain communication styles and their impact on client understanding of financial services
- Analyse and adapt communication styles to client financial needs and behaviours
- Apply communication techniques and framing to support ethical decision-making in financial services

Topic 6: Critical thinking and decision making

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

- Explain the principles of critical thinking in financial services
- Analyse the impact of bias, emotion and judgement on decision quality of financial services
- Apply structured critical thinking to client financial advice and decision-making scenarios

Topic 7: Consumer behaviour and marketing decisions

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

- Explain consumer behaviour and the financial product decision-making process
- Analyse behavioural influences on financial services marketing and client engagement strategies
- Evaluate marketing decisions and their impact on client value and trust in financial services

2.4 Assessment schedule

Assessment	Description	Week	Topics	Weighting	Subject learning outcomes assessed
Quiz	Multiple choice questions	Week 4	1–3	10%	LO1, LO2, LO3 & LO4
Task	Personal reflections on situations	Week 7	4-5	20%	LO1, LO2, LO3 & LO4
Oral Assignment	Analysis and presenting of AI generated script	Week 10	4-7	30%	LO2, LO3 & LO4
Assignment	Case study-based questions	Week 12	1-7	40%	LO1, LO2, LO3 & LO4

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. Students are provided with key readings and access to Kaplan's online databases. Students 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: Consumer decisions to seek financial services	10
2	Topic 2: Decision-making and behavioural biases	10
3	Topic 3: Introduction to behavioural finance	10
4	Topic 4: Emotional intelligence, trustworthiness and authenticity Quiz (Weighting 10%)	10
5	Topic 5: Communication styles	10
6	Topic 6: Critical thinking and decision making	15
7	Task (Weighting 20%)	5
8	Topic 7: Consumer behaviour and marketing decisions	10
9	Work on Oral Assignment	10
10	Oral Assignment (Weighting 30%)	10
11	Work on Assignment	10
12	Assignment (Weighting 40%)	10
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