

# AFA1 Business Strategy for Financial Advisers

## Subject overview

In this subject, you will critically review the contemporary financial advice environment and position your current business in that environment to identify, using a range of diagnostic tools, the key areas you need to change to ensure ongoing relevance and success for your advice business. The first assessment (Assignment 1) is based on a case study and is designed to help you understand how to develop a business case, which is a key element in the successful development of your own strategic business plan (Assignment 2). As you progress through the 10 topics, you will be required to complete a number of tasks that will inform and contribute to the development of the strategic business plan for your business (Assignment 2).

## Learning outcomes

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

1. Assess the best fit of different business models for various segments of financial planners.
2. Analyse key areas of a financial planning business using various tools, models and research skills.
3. Develop personal capability in various management skills.
4. Propose strategies to achieve business performance and operational outcomes to satisfy stakeholders.
5. Formulate a business plan for a competitively positioned financial planning practice.

## Subject snapshot

The table below provides a quick overview of this subject. It lists each topic and identifies when assessment items occur and recommends the study effort for each topic or assessment task. This snapshot is a useful tool for developing a study plan.

Week(s)	Topic name	Recommended student effort
1	Topic 1: The financial advice environment: Thinking big Topic 2: Change, innovation and adaptability	10 hours
2	Topic 3: Strategic management	10 hours
3	Topic 4: External analysis: Finding opportunities and threats	10 hours
4	Topic 5: Internal analysis: Strengths and weaknesses	10 hours
5	Topic 6: Developing and implementing a strategic plan	10 hours
6	Topic 7: Business structures and technology <b>Assignment 1</b> (includes finalisation and submission)	10 hours
7	Topic 8: HR management and strategy	10 hours
8	Topic 9: Financial statement analysis	10 hours
9	Topic 10: Financial management and control	10 hours
10–11	Review and refine your Strategic Business Plan	20 hours
12	<b>Assignment 2</b> (includes finalisation and submission)	10 hours
	<b>Total hours</b>	<b>120 hours</b>