Degree Program: Bachelors of Business Administration-Financial Planning

The Financial Planning Degree Program is designed to provide professional education for financial advisement to individuals and corporations in order to best meet their long-term financial objectives. The Financial Planning Degree Program is focused on advisement of long-term financial objectives by analyzing the client's status and setting a program to achieve that client's goals. Financial planners specialize in tax planning, asset allocation, risk management, retirement and/or estate planning.

Program Objectives:

- Apply and evaluate financial planning theories in an integrated approach to real-life financial planning situations based on the Certified Financial Planning principles
- Advise individuals and families on a variety of complex financial issues
- Develop, design, and maintain tailored and comprehensive financial plans
- Analyze the ethical responsibility of financial planners and leaders in the financial planning industry

The financial planning industry is expected to be one of the fastest growing sectors in the upcoming years. According to the Bureau of Labor Statistics, the job outlook from 2010-2020 is projected to experience an average growth of 32%, much faster than other career growth rates. The retirement of baby boomers, growing entitlements, longer life spans, and lower yields have created a greater need for professional financial planners to assist moderate and high net worth households to achieve their goals.

Grantham University is meeting this demand by developing a Financial Planning undergraduate degree program that provides requisite contemporary knowledge and tools for individual investors. The Certified Financial Planner Board of Standards, Inc. (CFP Board) is a professional self-regulatory organization that fosters professional standards and conduct in personal financial planning and the degree program is based around these standards.

## POTENTIAL CAREERS ASSOCIATED WITH AN UNDERGRADUATE DEGREE IN FINANCIAL PLANNING*

<table>
<thead>
<tr>
<th>Personal Financial Advisors</th>
<th>Credit Counselors</th>
<th>Securities, Commodities &amp; Financial Services Sales Agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry Level Education – Bachelor’s Degree</td>
<td>Entry Level Education – Bachelor’s Degree</td>
<td>Entry Level Education – Bachelor’s Degree</td>
</tr>
<tr>
<td>Work Experience Needed - None</td>
<td>Work Experience Needed – Considerable Amount</td>
<td>Work Experience Needed – None</td>
</tr>
<tr>
<td>2012 Number of Jobs – 223,400</td>
<td>2012 Number of Jobs – 31,000</td>
<td>2012 Number of Jobs – 354,600</td>
</tr>
<tr>
<td>2012-22 Job Outlook – 27% (Much faster than average)</td>
<td>2012-22 Job Outlook – 15-21% (Faster than average)</td>
<td>2012-22 Job Outlook – 11% (As fast as average)</td>
</tr>
</tbody>
</table>

### PERSONAL FINANCIAL ADVISORS (SOC 13-2052.00)*

**Education:**

Personal Financial Advisors typically need a bachelor’s degree. Although employers usually do not require a specific field of study for personal financial advisors, a degree in finance, economics, accounting, business, mathematics or law is good preparation for this occupation. Courses in investments, taxes, estate planning, and risk management are also helpful.

**Job Duties:**

Meet with clients in person to discuss their financial goals. Explain the types of financial services they provide to clients. Educate clients and answer questions about investment options and potential risks. Help clients plan for specific circumstances like education and retirement. Monitor client’s accounts to determine if changes are needed to improve account performance.

**Related Certification(s):**


**Job Title Examples Include:** Financial Advisors, Financial Counselors, Financial Planners, Portfolio Managers


### CREDIT COUNSELORS (SOC 13-2071.00)*

**Education:**

Most of these occupations will require a four-year degree (but some will not).

**Job Duties:**

Assess client’s overall financial situation by reviewing income, assets, debts, expenses, credit reports, and other financial information. Create debt management plans, spending plans, or budgets to assist clients with meeting financial goals. Calculate clients’ available monthly income to meet debt obligations. Prioritize client debt repayment to avoid dire consequences, such as bankruptcy or foreclosure to reduce overall costs. Recommend strategies for clients to meet their financial goals, such as borrowing money through loans or loan programs, declaring bankruptcy, making budget adjustments, or enrolling in debt management plans.

**Related Certification(s):**

Credit & Collection Professional. Association of Credit and Collection Professionals. [http://www.acaiinternational.org](http://www.acaiinternational.org)

Professional Credit Associate. Credit Professionals International. [http://www.creditprofessionals.org](http://www.creditprofessionals.org)

**Job Title Examples Include:** Credit Counselor, Certified Credit Counselor, Financial Coach, Financial Wellness Coach

*ONET Online: [http://www.onetonline.org/link/summary/13-2071.00#Credentials](http://www.onetonline.org/link/summary/13-2071.00#Credentials)

### SECURITIES & COMMODITIES SALES AGENTS (SOC 41-3031.02)*

**Education:**

Most occupations require a four-year bachelor's degree (but some will not).

**Duties:**

Complete sales order tickets and submit for processing client-requested transactions. Interview clients to determine clients’ assets, liabilities, cash flow, insurance coverage, tax status, or financial objectives. Record transactions accurately, and keep clients informed about transactions. Develop financial plans based on analysis of client’s financial status, and discuss financial options with clients. Review all securities transactions to ensure accuracy of information and conformance to governing agency regulations.

**Related Certification(s):**


**Job Title Examples Include:** Brokers, Financial Consultants, Financial Representative, Investment Consultant, Investment Specialist

*ONET Online: [http://www.onetonline.org/link/summary/41-3031.01](http://www.onetonline.org/link/summary/41-3031.01)