

FINANCIAL PLANNING, UNDERGRADUATE CERTIFICATE

The Certified Financial Planner (CFP) Program is designed to offer students the opportunity to enhance their major field of study with an additional certificate. Students completing the CFP Program will have coursework in all the Principal Knowledge Domain and Topics of the CFP exam, which covers general principles of financial planning, investments, risk and insurance, taxes and estate planning, rules, ethics, and psychology in financial planning, and other topics. Plus, students will have an experiential class where they work on real projects and/or competitions. Throughout the curriculum, they will meet with various professionals who visit as guest speakers. The training will utilize resources in the Financial Planning Lab located in the Sheldon B. Lubar College of Business. The CFP designation is considered a standard of excellence in financial planning, so this Certificate in Financial Planning will give the students a beginning in a rewarding career helping create financial security for individuals and beyond. The Certificate in Financial Planning is a CFP Board registered program. Students interested in the certificate program should contact Undergraduate Student Services, Lubar Hall N297, (414) 229-5271, uwmbba@uwm.edu, to make a formal declaration of their intention. Students are encouraged to also contact the director of the Certificate in Financial Planning for further information about the certificate program.

Requirements

The undergraduate Certificate in Financial Planning is available to students not pursuing degrees at the University of Wisconsin-Milwaukee. Students should have a minimum cumulative GPA of 2.50 at enrollment. Students must maintain a cumulative 3.0 in the Certificate in Financial Planning courses and a B- or better in the capstone class to earn the Certificate in Financial Planning.

Code	Title	Credits
Required		
ACTSCI 290	Introduction to Actuarial Science	3
BUS ADM 305	Personal Investing and Financial Planning	3
BUS ADM 306	Personal Tax and Estate Planning	3
BUS ADM 350	Principles of Finance ¹	3
BUS ADM 352	Fundamentals of Working with Clients, Professional Conduct, and Regulations	3
BUS ADM 452	Applied Portfolio Management	3
BUS ADM 488	CFP Capstone: Financial Plan Development	3
Total Credits		21

¹ A student can complete BUS ADM 350 as a sophomore even though it is an upper-level (300) course. Students must earn a C or better in BUS ADM 350 to enroll in BUS ADM 452. Accounting majors complete BUS ADM 301 Intermediate Accounting with a B or better. BUS ADM 301 is a 4-credit course, so the certificate for accounting majors is 22 credits.

Students have the option to complete one or more certificates in conjunction with BBA majors. No more than 50% of each certificate's credits may double count towards BBA Core or Major requirements. The Certificate in Financial Planning can be completed in one calendar year, but 18 months is acceptable with the Financial Plan Development (CFP Capstone) course taking place after the prior learning is completed. The standalone certificate must be completed in 2.5 years. Students can transfer courses, except the Financial Plan Development (CFP Capstone), from another university. At least 50% of credits in the certificate must be completed in residence at University of Wisconsin-Milwaukee.

Financial Planning Undergraduate Certificate Learning Outcomes

Students who complete the Financial Planning Certificate will be able to:

- Review rules and regulations and ways to conduct business in an ethical manner.
- Examine financial statements, cash flow needs, and investment vehicles to create a plan to meet those needs.
- Describe risk management and various insurance offerings to mitigate risks.
- Analyze various asset classes (stocks, bonds, and alternatives), develop an asset allocation to maximize return for risk, and analyze various investment strategies.
- Explain various tax rules and strategies, and how to plan for estates.
- Understand how to communicate and work with clients and manage their behavioral biases and other conflicts.