

MICHIGAN STATE UNIVERSITY

January 6, 2021

MEMORANDUM

TO: Dr. Mark Largent, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. John Gaboury, Associate Provost for Academic Services,
Enrollment Management, and Academic Initiatives

RE: Request for a New Minor in Financial Planning and Wealth
Management

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

The request referenced above is being sent to the University Committee on Undergraduate Education (UCUE) in accordance with the *Bylaws for Academic Governance*, 4.4.

UCUE Response Requested:

Please ask the committee to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the committee members.

After receiving the committee's consultative response, the Provost will make a determination to forward or not to forward the request to the University Committee on Curriculum for its approval of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request to Establish a New Academic Program form dated December 15, 2020: Minor in Financial Planning and Wealth Management and attachments.

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University Curriculum and Catalog

Hannah Admin. Building
426 Auditorium Road
Room 439
East Lansing, MI 48824

517-355-8420
Fax: 517-355-9601

ELI BROAD COLLEGE OF BUSINESS

1. Request to establish a **Minor in Financial Planning and Wealth Management** in the Department of Finance. The University Committee on Undergraduate Education (UCUE) will consider this request.

- a. **Background Information:**

Companies and individuals in the financial planning and wealth management industry have approached the Department of Finance in recent years. They have pointed out that the industry employs approximately 300,000 financial planners and wealth managers in the United States, and approximately one-third of these are approaching retirement age. Such a pronounced demand for qualified individuals in this industry suggests an opportunity to respond to it by creating a quality program that would increase the number of our graduates with academic training in the substantive issues of direct relevance to the industry.

A career as a financial advisor is one of the most rewarding careers for those who enjoy enabling others to reach their goals and live better lives. This career path involves a lot more than setting asset allocations or picking the right stocks, bonds and mutual funds. Its integral part is building lasting and meaningful relationships to help diverse groups of individuals meet their financial goals.

The title "financial advisor" is a broad description of many other types of careers in this field. Other jobs include chief investment officer, portfolio manager, relationship manager, financial planner, investment analyst, trust officer, retirement plan specialist, and account executive.

The Certified Financial Planner (CFP) designation is highly recommended for this career track. This designation is a key goal for students in the program. The CFP designation is the most prominent certification in the industry and is required for many jobs in the industry.

The Department of Finance has a strong presence in this field through its undergraduate Finance curriculum. Also, in an effort to develop the financial services market, the Department has entered into a partnership with the Certified Financial Planner Board of Standards Inc. (CFP Board), the entity overseeing its Certified Financial Planner (CFP) designation.

CFP Board is a Washington, D.C.-based independent 501(c)(3) non-profit organization whose mission is to benefit the public by granting, upholding, and promoting the Certified Financial Planner (CFP®) certification. Those who earn the certification are distinguishing themselves among their peers by meeting the CFP Board's education, examination, experience, and ethics requirements. Students completing the financial planning program at Michigan State University will have met the education requirement for CFP® certification examination administered by the CFP Board.

The CFP Board currently oversees more than 300 programs at more than 200 institutions. CFP Board-registered programs are financial planning education programs at the college or university level that meet specific criteria for educating individuals who wish to fulfill the education component for obtaining the CFP® certification.

- b. **Academic Programs Catalog Text:**

The Minor in Financial Planning and Wealth Management, which is administered by the Department of Finance, is designed to develop the knowledge and skills necessary to thrive in the field of financial planning and wealth management. The program develops knowledge of the industry's financial, accounting, taxation, and regulatory environments, as well as the art of relationship management and the importance of thorough appreciation of individual client differences and diversity. The program should be of interest to students whose undergraduate major is not in business or finance.

The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the requirements for the minor may also be used to satisfy the requirements for the bachelor's degree.

Students who plan to complete the requirements of the minor should consult an undergraduate advisor in the Department of Finance.

Admission

To be considered for admission to the Minor, a student must have completed one course from item a. and one course from item b. with a grade of at least 3.0 in each course:

a.	STT	200	Statistical Methods	3
	STT	201	Statistical Methods	4
	STT	231	Statistics for Scientists	3
	STT	315	Introduction to Probability and Statistics for Business	3
	STT	351	Probability and Statistics for Engineering	3
	STT	421	Statistics I	3
	STT	441	Probability and Statistics I: Probability	3
b.	FI	311	Financial Management	3
	FI	320	Introduction to Finance	3

Students must provide a completed online application, including a statement of purpose and a resume. This online application must be received by the Department of Finance by March 15 for the fall or summer semester admission, and by October 1 for the spring semester admission. By applying to the Minor, a student would agree to allow the selection committee to review the student's grades.

Admission to the Minor is competitive and, therefore, not guaranteed. Meeting the minimum standards listed above does not guarantee admission. The applicant's overall record is considered, including the student's statement of objectives, and extra-curricular activities. Admission is subject to space availability.

Requirements for the Minor in Financial Planning in Wealth Management

				CREDITS
Complete 15 credits from all of the following:				
FI	312	Introduction to Investments		3
FI	370	Introduction to Financial Planning and Wealth Management		3
FI	380	Principles of Insurance and Risk Management		3
FI	460	Estate and Income Tax Planning		3
FI	470	Advanced Financial Planning and Wealth Management		3

Academic Standards

Students enrolled in the minor are expected to maintain a minimum grade-point average of 3.0 each semester, as well as a minimum cumulative grade-point average of 3.0. A student who does not maintain a 3.0 cumulative grade-point average will be placed on probation. Such a student will be given the next semester of enrollment to achieve a 3.0 cumulative grade-point average; otherwise, the student will be dismissed from the minor.

The Program Director is responsible for monitoring the progress of students enrolled in the program. A policy statement containing additional information relative to academic standards is available from the Director.

DEPARTMENT of FINANCE

Andrew Y. Simonov, Chairperson

UNDERGRADUATE PROGRAMS

The Department of Finance offers a Bachelor of Arts degree program with a major in finance.

Finance majors can concentrate in (1) corporate finance and (2) financial markets and investments, or in both. The former involves the financing and investment activities of an organization as well as its governance practices, while the latter explores financial investment decisions, portfolio selection and management, and behavioral finance. In addition students can complete a Minor in Insurance and Risk Management or ~~take a wealth management program.~~

a Minor in Financial
Planning and
Wealth
Management

Qualified students are encouraged to pursue honors courses, study abroad programs, non-credit internship opportunities with national and international corporations, and cross-college specializations such as international business and entrepreneurship.

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MINOR IN INSURANCE AND RISK MANAGEMENT

The Minor in Insurance and Risk Management, administered by the Department of Finance, teaches the skills necessary for students seeking careers as underwriters, claim adjusters, agents, or brokers in the insurance organization, as well as careers in risk management in financial institutions. Students will learn how to quantify, manage, and price risk, while learning the structure, evolution and regulation of the finance and insurance sector of the economy.

The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

MINOR IN FINANCIAL PLANNING AND WEALTH MANAGEMENT

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